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r buyers and sellers of radio advertising

U.S. RADIO

VOL. 5 — NO. 1

JANUARY

1961

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The nation's 10th market — Minneapolis-St. Paul — 1960 census

in MINNEAPOLIS ST. PAUL

2nd*

DIAL 10 OR 100

WPBC

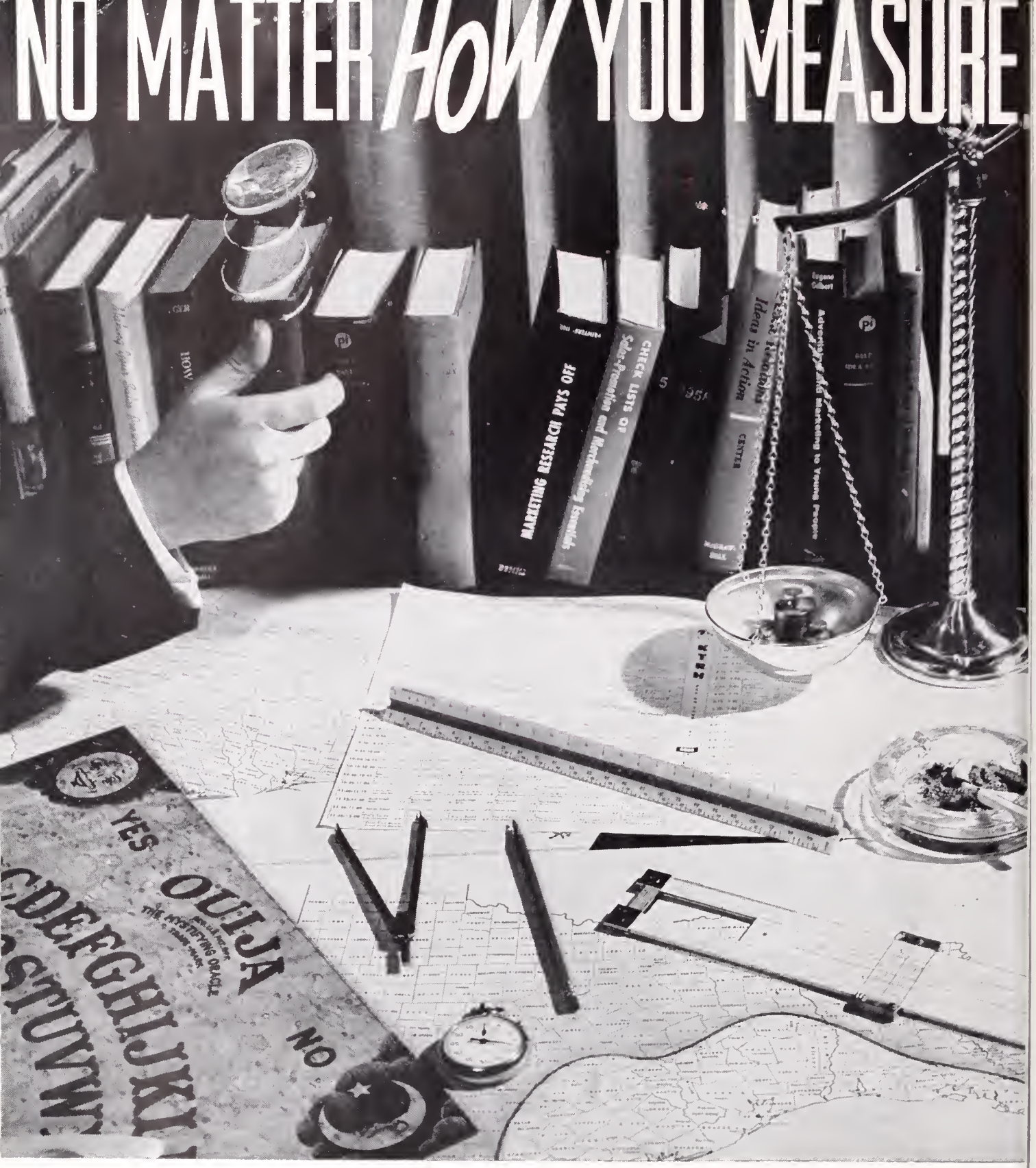
ADULT RADIO

Adventures in Better Listening

*Average ¼ hour share six a.m. to six p.m.—
Monday through Friday—July-August 1960 Nielsen,
And September 1960 Conlan, Metro Area.

William V. Stewart,
WPBC President

Broadcast Time Sales
National Representatives



Dewey Compton
Farm Director

KTRH

Key To Rural Homes
Houston, Texas
CBS 50,000 Watts 740 KC

L. O. Tiedt
Farm Reporter

The great farm advertisers remain with these two outstanding farm personalities on continuous schedules for leadership in both agricultural and industrial pursuits in this area of golden harvest. Represented Nationally by PETERS, GRIFFIN, WOODWARD, INC.

75% of Iowa's retail sales are made in areas covered by 50,000 watt WHO RADIO!

DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approximately 38% of Iowa's consumer spendable income.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

This means approximately 62% of Iowa's retail sales are made *outside* of *any* metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. *(Source: SRDS—Oct. 1, 1960)*

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

AWARD WINNERS

Strong morning and noon-time farm news, markets, weather, technical and area news, and feature material.

Wilbur Levering,
WIBW FARM DIRECTOR

Regional Vice-President for West South Central Region of the National Association of Television and Radio Farm Directors.

Chairman for the State of Kansas of the Agricultural Hall of Fame drive.

Don Edson,
WIBW ASSOCIATE FARM DIRECTOR

On leave from WIBW with United States Army until April.

Charles Ross,
WIBW ASSOCIATE FARM DIRECTOR

For the second consecutive year, recipient of the Farm Safety Award from the National Safety Council for both WIBW-TV and WIBW-Radio.

Closely allied with the farm activities at Kansas State University — participated in more than 250 farm organization meetings throughout 1960.

SPONSORS: Ralston Purina, Gooch Feeds, International Harvester, Consumers Cooperative Association, Shawnee Milk Producers Association, Massey Ferguson, BMB Manufacturing Co., Olin Mathieson Chemical Corp., Spencer Chemical Co., KFU Hybrids, DeKalb Agricultural Association, Granite City Steel, Doane Agricultural Service, Willard Tablet Co., Pioneer Hybrid Corn, Davison Chemical Co., American Cyanamid, Sheffield Steel, Deere & Co., Oyster Shell, Kendall Mills, D-Con, MFA Mutual.

Represented Nationally by

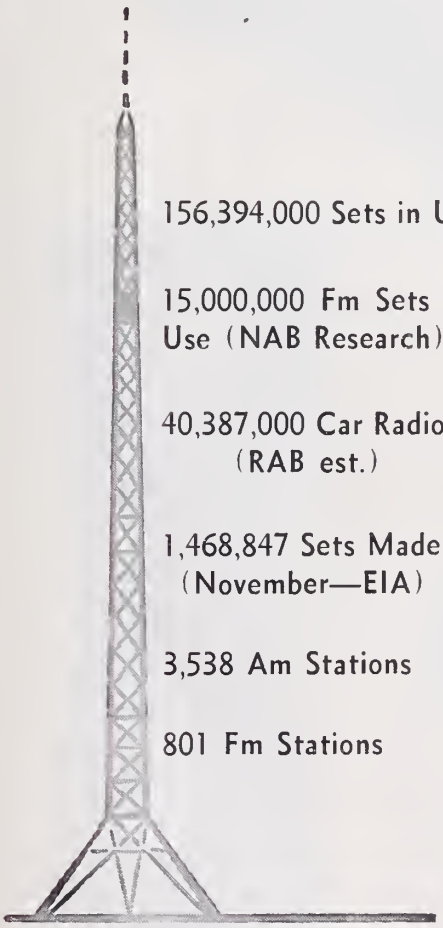
AVERY-KNODEL

WIBW

580 KC.
CBS 5,000 W.

Topeka, Kansas

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,468,847 Sets Made (November—EIA)

3,538 Am Stations

801 Fm Stations

Spot: A significant change in the representative field is due to go into effect at the start of next month. At that time, the sale of Headley-Reed to the Bolling Co. will become effective. The sale price has been estimated to be over $500,000.

Network: The Pepsi-Cola Co. continued to hold its number one position as the top network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending October 2. The firm used 379 broadcasts for a total of 138,361,000 home broadcasts delivered. Chevrolet-General Motors maintained its number two standing, and the Frito Co. moved into the third spot after having placed ninth in the previous four-week period. Pharmaco Inc. and Time Inc. filled out the top five positions. The three network leaders in total commercial minutes delivered, the Nielsen report shows, were Chevrolet-General Motors, Pharmaco and Time. Ligget & Myers Tobacco and Sylvania Electric Products rounded the five leaders in this category.

Local: Three stations—KNX Los Angeles, WEJL Scranton, Pa. and KSAN San Francisco—report increased billings. KNX sales for 1960, according to Gordon Mason, sales manager, showed an increase in local sales of 18 percent, and an over-all increase of 11 percent over 1959. The station also set a new record for orders booked in one week during December, Mr. Mason reports, reaching a total of $225,000. In another year-end report, WEJL states that its 1960 billings showed an increase of 17 percent over the previous year. Billings at KSAN during 1960 also showed a rise when compared to 1959. According to the station, there was a 20 percent boost in business.

Stations: The number of am and fm stations on the air at the end of November totaled 4,339, an increase of 29 (12 am and 16 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,538	801
Applications pending	621	61
Under construction	112	211

Sets: Total radio production in November was 1,468,847, including 491,026 auto receivers, according to the Eelectronic Industries Association. Total radio production for 11 months in 1960, was 15,604,784, including 5,911,305 auto sets. This represents an increase in total radio production of almost 1.5 million units as compared to the same period in 1959. Total radio sales, excluding car radios, was 941,521; 11 month total was 8,326,275. Number of fm sets produced in November was 86,323. The 11-month cumulative figure for fm production was 852,329. Totals for the same period in 1959 were 480,894.

NEGRO
Community Programming

+

SPANISH/PUERTO RICAN
Programming

=

of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

for buyers and sellers of radio advertising

U.S. RADIO

JANUARY 1961 VOL. 5 - NO. 1

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U. S. RADIO is published monthly by Arnold Alpert Publications, Inc. Editorial and Business Office 50 West 57th Street, New York 19, N. Y. CIrcle 5-2170. Chicago, Ill.—161 E. Grand Ave. WHitehall 3-3686. Printing Office—3110 Elm Avenue, Baltimore 11, Md. Price 35¢ a copy; subscription, for U.S.A., $5 a year which includes U.S. FM, monthly publication also published by Arnold Alpert Publications, Inc. U.S. Possessions and Canada $6 a year for both magazines. Please advise if you move and give old and new address.

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Interview: Fletcher Richards Jr.

Account Executive of Fletcher Richards, Calkins & Holden when asked why he selects WLW Radio-TV stations for U. S. Rubber Farm Boots:

"Our WLW advertising enabled U. S. Rubber Farm Boots to open 25 new dealerships in the WLW primary coverage area!"

"And this WLW campaign sparked dealers into unprecedented enthusiasm and cooperation in promotional tie-ins!"

"This first Radio attempt to sell these particular U. S. Rubber Farm Boots was so successful that we'll be back again and again on WLW with lots more advertising to boot!"

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW stations . . .

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW Radio

Crosley Broadcasting Corporation, a division of Avco

in the People's Interest

NATIONAL SAFETY COUNCIL

425 NO. MICHIGAN AVE.
CHICAGO 11, ILLINOIS

October 27, 1960

Mr. Edwin K. Wheeler
General Manager
WWJ - WWJ-TV
Detroit, Michigan

Dear Mr. Wheeler:

The march of time has caught up with me, and I'm retiring soon after 23 years as director of public information for the National Safety Council.

In ending my tenure of office, I have had occasion to run through the list of recipients of our Public Interest Award, which we confer annually upon media for exceptional service to safety. And I know you are as proud as I am that:

WWJ Radio

Has won more Public Interest Awards than any other radio station in the country.

Is the only radio station to win the award twelve consecutive times.

Has won the award every year since it was created.

Won the Alfred P. Sloan Award (administered by NSC) in 1948 and 1950.

WWJ-TV

Has won more Public Interest Awards than any other television station in the country.

Is the only television station to win the award eleven times.

Won the Sloan Award in 1956.

Undo[illegible] injuries avoided, and many accidents pre[illegible] safety programs and messages your stations have broadcast.

I bespeak for the Council, for my successor, John Naisbitt, and for safety in general a continuation of what you have done in the public interest.

Cordially,

Paul Jones

Paul Jones
Director of Public Information

WWJ AM and FM RADIO
Detroit's Basic Radio Station

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

soundings

Changes in Farm Radio Revealed in Third Survey

As farm radio keeps pace with growing technology and the new business aspects of farming, it is in the process of adjusting its programming content. Diversification in programming is being aimed at offering the farmer more information, especially on markets, and at appealing to a wider range of farm listeners (the housewife, the young farmer). These changes are among the many that are revealed in U.S. RADIO's third annual survey of this specialized medium (see *Farm Radio Keeps Pace*, p. 17).

Impact of "Great Debates" Reflected In Nielsen Rating Index Change

The cooperative efforts of the four networks in bringing the "Great Debates," between President John F. Kennedy and Vice President Richard M. Nixon, to the American radio audience marked an unusual departure in broadcast public service programming. The Nielsen Radio Index has surveyed the national in-home audiences reached by the "Great Debates" as a combined four-network broadcast. For the first of the debates (Monday, Sept. 26, 9:30-10:30 p.m. EST) Nielsen reports the total audience as 1,879,000 homes. The Nielsen average audience was 1,431,000 homes and the share of the audience was 51.8 percent.

Radio Set Sales for 1961 Expected to Better Last Year's Sales Increase

The general upswing in listener acceptance is reflected in increased set sales for the past year. With the sale of fm sets nearing its all-time record and the overall industry sales topping previous records, the Electronics Industries Association is looking forward with optimism. Says L. Berkley Davis, president of the association, "Radio sales are substantially ahead of last year with auto radios up perhaps as much as 15 percent. Radios containing fm tuners continued to grow in popularity and to increase fm's share of the radio market."

NAB Slogan and Material Set For National Radio Month in May

"Radio . . . the Best Sound Around" has been chosen by the National Association of Broadcasters as the theme for National Radio Month this coming May. For the third consecutive year, Faillace Productions, Inc., New York has been signed to prepare a new series of jingles for the event.

Survey Indicates Public Reliance Upon Radio During Disaster Events

The on-the-spot survey made by the Radio Advertising Bureau during the recent airliner crash in New York indicated public faith in the sound medium's ability to disseminate information at the time of a major disaster. The survey, which covered 596 households, revealed that 56.2 percent of those aware of the crash, first heard the news on radio.

BPA Selects New York Site For Fifth Annual Convention

The 1961 Broadcasters Promotion Association Convention has been set for November 6, 7 and 8. Meeting will be held at the Waldorf-Astoria in New York. BPA President John F. Hurlbut has appointed Dan Bellus, director of advertising and promotion for Transcontinental Television Corp., as program chairman for the convention. Arrangements chairman will be James Mullen, promotion manager of WCBS New York.

Farm Radio Adjusts to New Rural-Urban Interdependence

Report from WJAG Norfolk, Neb., reveals a major trend which farm radio programming is adjusting to. "Growing interdependence between the rural businessman and the town businessman" is the theme of a program that will be kicked off at a local Chamber of Commerce banquet early in February. Concept behind the program is to insure greater prosperity of both farmer and city businessmen through rural-urban area development.

FARM EXPERT NAMED DIRECTOR OF AGRICULTURAL RESEARCH FOR KSTP RADIO

Dr. William E. Petersen, internationally known Professor of Dairy Husbandry, University of Minnesota, has been named Director of Agricultural Research for KSTP Radio and is now reaching the important farm family market with two shows each weekday on KSTP.

From 5:00 to 6:30 A. M., and from 12:30 to 1:00 P. M., Dr. Petersen presents business and farm news, market and livestock trends and reports, plus interviews and discussions with visiting guests.

Joining Dr. Petersen on these shows is David Stone, popular KSTP personality and twice winner (1959-60) of the AFTRA award as "Best Farm Personality," who provides entertainment, weather and news reports.

Knighted by the King of Denmark, listed in "Who's Who" and "American Men of Science." Dr. Petersen provides the authoritative farm news and commentary that builds faithful audiences. For information on availabilities, contact your nearest Petry office or a KSTP representative.

KSTP RADIO
1500 ON YOUR DIAL
50,000 WATTS
MINNEAPOLIS · ST. PAUL

time buys

American Airlines

Agency: *Young and Rubicam, New York*
Product: AIR TRAVEL

American has added one more city to its 52-week line-up for 1961: San Francisco. The Golden Gate City will get 40 spots per week. New York, Los Angeles and Chicago schedules have been renewed, with schedules closely following last year's. Special flights are in the offing throughout the year, but plans are not yet definite.

Braniff International Airways

Agency: *Cunningham & Walsh Inc., New York*
Product: AIR TRAVEL

Braniff's recent move to Cunningham & Walsh means a great expansion in radio activity for the client. The airline used radio before in New York only, but now plans to go heavily in the key markets among 30 where it now operates. Although plans did not call for any schedules in January, Braniff asked for a special two-week campaign this month. All 30 markets got special schedules for the period beginning January 16. Bob Palmer, media supervisor, directs the buying.

E. T. Browne & Co.

Agency: *Kenneth Rader Co., New York*
Product: PALMER'S SKIN SUCCESS

A February start is planned for 15 to 30 markets. In the wind is a possible buy of stations in Central and South America. The campaign will last from three to six months. All spots are minutes. Buying is directed by Arthur Briskin, executive v.p.

Cerebelli & Co.

Agency: *Ellington & Co., New York*
Product: BRIOSCHI TABLETS

A five-week flight starts for Brioschi in mid-February. Agency has added Chicago to the list of markets, which normally includes cities in the East and Northeast. From 20 to 25 spots per week will be scheduled in a minimum of 14 markets. Dan Kane is the buying contact.

Chesebrough-Ponds Inc.

Agency: *Norman, Craig & Kummel Inc., New York*
Product: VASELINE HAIR TONIC

The first of a series of flights planned for the year starts this month in 75 markets. From six to 15 spots per week will go to each station. All spots are minutes, ETs, scheduled in driving times. Alan Silverman is the timebuyer.

Commercial Solvents Corp.

Agency: *Fuller & Smith & Ross Inc., New York*
Product: HI-D

Aiming for the farm audience with its ammonium nitrate fertilizer, Commercial Solvents will go into 30 markets for 13 weeks. Campaign will start in February with participation on farm programs. Bernie Rasmussen is the time buyer.

Corn Products Co.

Agency: *Donahue & Coe, Inc.*
Product: KASCO DOG FOOD

A 13-week campaign is planned for a February start. A minimum of 40 markets will be in on the buy, which is double the number of markets in the flight just ended. Minute spots will dot the schedules of at least 45 stations. Harry Durando is timebuyer.

Corn Products Co.

Agency: *Guild, Bascom & Bonfigli, New York*
Product: SKIPPY PEANUT BUTTER

A ten-week flight for Skippy begins this month in up-state New York and Florida markets. As many as 40 spots per week will run on an undisclosed number of stations. Frank Gianatassio is the timebuyer.

d-Con Co.

Agency: *Thompson-Koch Inc., New York*
Product: RIDEX

Moving from network to spot radio, Ridex started a 50-week campaign in mid-January in 15 to 20 markets. A minimum of five spots a week are scheduled to run during driving times. The client is aiming for suburbia with this product, a septic tank cleaner. Timebuyer is Bob Hall.

Ford Dealers

Agency: *J. Walter Thompson Inc. New York*
Product: USED CARS

Ford dealers in the Minneapolis-St. Paul area are running a three-week spot radio drive featuring used cars. The campaign involves some 63 stations in the twin cities territory, with 15 spots a week on each station. Similar campaigns are in the offing for Ford dealers in Dallas, Memphis and Oklahoma City. Madeline Blum is timebuyer.

Robert Hall Clothes

Agency: *Arkwright Advertising, New York*
Product: SPRING CLOTHING

By February 19 or 26 the Robert Hall campaign for clothes for spring will be on the air in 100 to 150 markets. At least 200 stations will be included on this campaign, which will run for 13 weeks with minute spots. The agency reports plans are afoot for a change in media strategy that will put even more emphasis than before on spot radio. Jim Hackett is media director.

(Cont'd on p. 11)

The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Executive Vice President; Hal E. Rumble, Vice President and Manager of Media Department; Charles V. Hicks, Vice President and Creative Supervisor.

DOUBLE OR NOTHING

This decision calls for *competent* media information

Situation: . . . sudden change in client plans.

Requirement: *more* space per ad; *more* time per commercial...*with the same budget!*

Need: . . . . . immediate access to capsuled reviews of the relative virtues of the media that had been painstakingly worked into the schedule before the change-order came through . . . and of others that may *now* be considered.

Solution: . . . . check SRDS media listings, market data and whatever good, pertinent information can be found in files, desk drawers and—*they hope*—in your Service-Ads in SRDS.

Question: . . . all of *your selling actions* have made their impressions on some or all of these decision makers—so have your competitors'—but right now, how well are you serving *their buying actions?*

Opportunity: with *competent* strategically positioned Service-Ads in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500

SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA

(Cont'd from p. 9)

P. Lorillard Co.

Agency: *Lennen & Newell Inc. New York*

Product: OLD GOLD CIGARETTES

Fifty-two week schedules for Old Gold were renewed this month in 50 markets for a campaign of ID's and minutes. The campaign represents very little change from last year. Timebuyer is Sally Reynolds.

P. Lorillard Co.

Agency: *Lennen & Newell Inc., New York*

Product: KENT CIGARETTES

Kent's renewal for 1961 includes 52-week schedules in 50 markets. All spots will be chainbreaks on 125 to 150 stations. From three to six spots a week will run in prime time. Timebuyer is Sally Reynolds.

The Mennen Co.

Agency: *Warwick & Legler Inc., New York*

Product: SKIN BRACER, SPRAY DEODORANT

Mennen's broadcast lineup for 1961 gives the budget exclusively to radio. Initial planning called for a heavy spot radio campaign, which began early this month, and sponsorship of shows on three networks. The spot radio campaign started January 9, will run for 26 weeks on a flight basis . . . four weeks in, three weeks out. Stations in the top 50 "Mennen" markets carry from 18 to 30 spots a week, all during driving times. Minutes and 20's are scheduled for 150 stations. Heavier frequencies are scheduled for the summer.

For network, Mennen is sponsoring sports fare: Phil Rizzuto on CBS, Howard Cassel on ABC and Bill Stern on Mutual. Approximately 700 stations carry these shows. Joe Hudack handles the buying.

Nestle Co.

Agency: *Wm. Esty Inc., New York*

Product: INSTANT NESCAFE

The end of January marks the start of a 75 to 125 market campaign for this product. Frequencies will range from 10 to 100 spots per week according to market size. Markets were selected by the agency as "Nescafe's top markets." Spots are all minutes. Campaign is expected to run from eight to 13 weeks. Phil McGibben is timebuyer.

Lydia E. Pinkham Medicine Co.

Agency: *Cohen & Aleshire Inc., New York*

Product: PROPRIETARY MEDICINE

A campaign that started this month will run through May in 100 markets. From 10 to 50 spots a week are scheduled for 120 stations. ET minutes run during daytime segments to reach housewives. For this campaign, nearly 90 percent of the stations are either Negro or Spanish. Another campaign may run in October. Bob Turner is the timebuyer.

Potter Drug & Chemical Co.

Agency: *Kastor, Hilton, Chesley, Clifford & Atherton Inc., New York*

Product: CUTICURA AND CUTITONE

A 13-week campaign started in mid-January for both products. Cuticura (complexion soap) spots are running in 18 markets, and Cutitone (medicated make-up base) schedules are set in 22 markets. Frequencies for each run from 10 to 12 spots a week, all minutes. Markets vary from medium to large, but the audience sought is the same: teenage girls. Rosanne Gordon is the timebuyer.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: BLUE BONNET MARGARINE

Blue Bonnet will start a four to five week campaign January 23 in a minimum of 11 markets in the Southeast. Frequencies will be moderate to heavy. Daytime periods will be bought in the 9 a.m. to 1 p.m. segment. All spots will be minutes, ET's. Timebuyers are Pete Schulte, Conant Sawyer.

Standard Brands Inc.

Agency: *Ted Bates & Co., New York*

Product: ROYAL DESSERTS

A spot radio campaign is in the planning stages for the Royal desserts. At least 100 markets are contemplated for the campaign, which calls for 15 spots per week on as many as four stations in each market. Pete Schulte is timebuyer.

The Travelers Insurance Companies

Agency: *Young & Rubicam Inc., New York*

Product: INSURANCE

A month-long spot radio campaign for Travelers and its agents is in the works for stations in Oregon. The campaign will include as many stations as possible, with the total running upwards of 60. Frequencies will be heavy, and all spots will be minutes, delivered live. A similar spot campaign to cover agents in Illinois is also in the planning stages. Timebuyer is Eleanor Paulson.

United Airlines Inc.

Agency: *N. W. Ayer & Son, Philadelphia*

Product: AIR TRAVEL

United has renewed its contracts for 1961 in all markets, but big broadcast changes are pending United's acquisition of Capital Airlines. If the expected merger materializes, broadcast schedules will expand considerably. Timebuyer is Arne Ramberg. • • •

Over-the-Shoulder Look at 1960 Shows Broadcast Industry Gains

In taking a backward glance at the events of 1960, the National Association of Broadcasters said "broadcasting emerged from its year of trial in 1960 to reach the threshold of greater freedom and influence." The industry's success, the NAB points out, was achieved "primarily by mature and mutual efforts by individual stations and the networks to demonstrate their unmatched contributions to the public good."

Three Steps that Kept Industry On Right Road Cited by NAB

The NAB singled out three steps taken by broadcasters that helped to counteract the attacks of the industry's critics. These are: "The industry's fair and impartial handling of the presidential radio-tv debates without any legal requirements or restrictions for equal time. Its apparent success in winning acceptance of its view that broadcasters themselves should determine community needs and plan programming to meet them. Its determined effort to improve and expand its means of self-regulation through the NAB's radio and television codes."

NAB Policy Committee Ends Its Temporary Role on Optimistic Note

When Governor LeRoy Collins officially took over as NAB president this month, it marked the end of the special three-man Policy Committee. The Committee was established to oversee the operations of the organization after the death of the former NAB head, Harold E. Fellows. Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa., and chairman of the Policy Committee, said broadcasting has emerged "from its blackest days of 1959 and early 1960 to be accorded a higher degree of faith and freedom by the legislative and regulatory agencies of government. With initiative and vigor, the industry can now continue to move forward to grow in influence, both economic and social, and to work for the public interest less hampered than ever before by archaic and unnecessary legislative and regulatory controls."

Station Activities Reflect Growth of the Medium

The Policy Committee's year-end report highlighted a number of events which attested to the industry's growth. As of December 1, according to the report, there were 3,538 am and 801 fm radio stations on the air. This represents an increase of 82 am and 12 fm stations since last January 1. NAB membership climbed to a new high—2,623 radio and television stations, plus all the national networks—an increase of 260 stations since the first of 1960. There was also a generous increase in the number of stations that subscribe to NAB's Radio Code—a total of 1,093 radio stations as of December 1. Around the middle of last year, the Radio Code was extended to non-members, its administration was changed from an honor system to one with enforcement provisions and a full-time code staff was added at NAB headquarters.

McCollough Sketches in Four 'Touchstones' of the Future

In summing up the past 12 month period, and looking to the future, Mr. McCollough said "Broadcasting has much to talk about and to promote . . . much of excellence in our programming, much of our influence upon domestic and world affairs." He offered the following "touchstones of the future" for the industry: "A determined organized effort to bolster the economy through ethical advertising. . . . A dedication, within our capacities, to the cause of better education. . . . A comprehension of the public interest in order that we may meet in a climate of decision freely made. . . . A concentrated, organized effort to portray our industry to the public for what it is and aspires to become." • • •

the *Silver Mike*

THIS MONTH:

LEWIS HAVENS AVERY

President, Avery-Knodel Inc.

Industry Veteran Elected Head of SRA for 1961

In keeping with his active participation in industry affairs, Lewis Havens Avery has been elected president of the Station Representatives Association for the year 1961. Mr. Avery, president of Avery-Knodel Inc., brings to this post the experience and knowledge acquired over a span of 30 years in all phases of radio.

An enthusiastic advocate of radio, Mr. Avery made a prediction about the medium's future over 10 years ago. With the pressure of tv increasing daily, Mr. Avery said ". . . there's no reason why 10 years from now am broadcasting won't have as big or bigger billings than it has today." Sales figures recently issued by the Federal Communications Commission and the SRA testify to the accuracy of that prediction.

Mr. Avery succeeds H. Preston Peters, president of Peters, Griffin, Woodward Inc. Always interested in fostering the growth of the representative field, Mr. Avery was one of the organizers of the National Association of Radio Station Representatives, the predecessor of SRA. He served that group as its first treasurer, and later as its president.

A native of Seneca Falls, N. Y., Mr. Avery started out with ambitions of becoming an electrical engineer. However, after three years at Mynderse Academy and Union College, Schenectady, he made the switch to business administration. He got his first taste of radio when he added announcing chores at WGY Schenectady to his regular position in the publicity department of General Electric. That was in 1926, and two years later he found himself conducting a five-day home economics program on WGY as part of his duties as assistant ad manager of the Mohawk Power Co.

The pace of his progress quickened. In 1930 he joined BBDO, and was soon handling all local radio activities of clients from Albany to Detroit. After two years with the agency, Mr. Avery took his first position in the representative field. He was sales manager of the Chicago office of Free and Peters until 1942, when he went to work for the National Association of Broadcasters as director of the Division of Broadcast Advertising.

In 1945, Mr. Avery started his own representative office, and one year later was joined by J. W. Knodel to form the firm of Avery-Knodel Inc. Today, the organization has seven offices throughout the country, and employs the services of almost 100 staff members.

Taking little time out from his work for hobbies and sports, Mr. Avery lives in Scarsdale, N. Y., with his wife, Helen Elizabeth. The Averys have a son and a daughter. • • •

KMA

"The Heartbeat of the Corn Country"

5,000 watts 960 KC

Shenandoah, Iowa

Covers 67 Counties* in 4 top farm states

*NCS #2 — Iowa, Nebraska, Kansas, Missouri
Total population 961,500

69% live on farms or towns under 2,500

KMA has programmed to meet the needs of this WHOPPING majority for over a third of a century

KMA fills this BIG GAP between metropolitan markets as no other medium can

Total Consumer Spendable Income	$1,350,273,000
Gross Farm Income	$1,237,800,000
Retail Sales	$1,122,062,000

(Income and sales source—SRDS est. July '58-'59)

35 years of reliable farm service radio

KMA— Two full-time farm service men.

KMA— Two full-time veteran newsmen.

KMA— Seasoned air personalities. Ten have an average of 21 years in radio.

KMA— Proved audience appeal with a balance of farm service, news, weather, markets, sports, homemaking, good music, and ABC network.

KMA— Full-time merchandising promotion.

KMA— 35 years under same ownership.

KMA— Publishes KMA Guide Magazine ($1 per yr.), 11,000 paid.

KMA— Auditorium seats 800, popular meeting spot for farm, civic, political organizations.

KMA— Twin Bonanza, full-time pilot, to speed news, service, business.

All adds up to SELLING KNOW-HOW!

Represented by Edward Petry & Company

WFBM's Mid-Indiana leadership is earned!

News sponsored before it happens- on WFBM

Eckrich renews "blank check" news contract for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events *as they happen.* Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action *at the scene,* whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants preemption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us *first!*

* Peter Eckrich & Sons, Inc., Meat Specialties

TV NBC 6 INDIANAPOLIS

WFBM

Radio ABC 1260

Represented Nationally by The KATZ Agency

LETTERS TO THE EDITOR

1961 Airfax

Your December 1960 book is one of the best in the young and vigorous history of U. S. RADIO. It will find many valuable applications in our organization throughout the year.

Congratulations on a most useful compendium of radio facts.

Ben H. Holmes
Radio Vice President
Edward Petry & Co., Inc.
New York, N.Y.

Negro Radio Issue

Congratulations on the Negro Radio supplement (U. S. RADIO, November). It did an excellent job in presenting the story.

Your editorial was especially appreciated. No one knows any better than I what it takes to get an association of radio station owners started. I do believe, however, that we are coming along nicely; and given a little time, we will start making the Association's presence felt in a big, big way.

Francis M. Fitzgerald
President
Negro Radio Association
Charlotte, N.C.

A magazine publisher once told me that the amount of space purchased by a client had absolutely no connection with the amount of coverage the client would receive editorially in his publication.

It is quite obvious, after careful examination of your Negro edition, that you are living up to these high ideals of the publishing profession. Congratulations!

John McLendon
President
McLendon Ebony Radio
Jackson, Miss.

I thought your Negro Radio supplement was very, very good. Congratulations.

Stuart J. Hepburn
President
KNOK
Fort Worth, Tex.

Salesmen First

I would sincerely appreciate your sending me a copy of your magazine directly to my home. Your book is so popular I have to beat my salesmen to the mail.

Richard J. Kelliher
Eastern Sales Manager
Adam Young Inc.
New York, N.Y.

Media Aid

I am very much interested in becoming a subscriber to U. S. RADIO. As media director, I feel that such a publication would help this department immensely.

W. F. Frensley
Media Director
Beals Advertising Agency
Oklahoma City, Okla.

U.S. FM

Let me take this opportunity to congratulate you, and your staff, for a job well done. U. S. FM is certainly a needed publication for a growing industry. Thanks to this fine publication, the fm "message" will reach every major agency in the country.

Ralph T. Hennen
Sales Manager
Eastern Broadcasting System, Inc.
Brookfield, Conn.

We have enthusiastically followed the emergence of U. S. FM. The future benefits that it will afford the advertisers considering FM are tremendous. Allow us to congratulate you.

Could you please forward to me the names and addresses of some of the manufacturers of reliable multiplex receivers.

George J. Sliman
Mayor Shrimp & Oyster Co.
Biloxi, Miss.

For the first time in three months, I took time out to read U. S. FM that I received in today's mail.

I immediately began a search for back issues, which I vaguely recall my chief engineer going over. He was no help in locating them.

Therefore, I have a favor to ask. I have Vol. I—No. 4 and am missing the first three issues. Could you please send me the three back issues?

Your U. S. FM, I have discovered, is a highly informative paper.

Francis J. Stratman
General Manager
WCWC
Ripon, Wisconsin

What station is best described by the word, "FRIENDLY?"*

Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

WWDC—FIRST . . . and a runaway leader in the popularity poll for the friendliest radio voice in Washington, D.C. Which proves the effect of our often-aired slogan . . . "the station that keeps ***people*** in mind."

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

The Minneapolis Grain Exchange, one of the nation's largest cash grain markets, is the scene of a WCCO farm market report. Here, Associate Farm Director Jim Hill interviews an exchange official.

Farm Radio Keeps Pace

Third annual U.S. Radio survey reveals many changes in programming content and format, and growing advertiser acceptance

Also see:

- **List of major national and regional farm radio clients p. 24**
- **Farm advertiser use story p. 26**
- **Capsule farm success stories p. 30**

"There are a dozen different products that you could sell to the great benefit of your farm listeners—to the great benefit of the whole area."

This statement on the influence of farm radio was written not as a sales inspiration memo from a general manager to a sales manager, but by a regular *farm advertiser* to a farm station urging it to bring to the attention of farmers, for their own betterment, the product messages of the many new developments in the field of agricultural science.

The writer of the letter, Roswell Garst of Garst & Thomas Hybrid Corn Co., whose personal reputation is known the world over, commented to WOW Omaha on the effectiveness of the station for his products and then took it to task for not bringing

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In one of the many KFRE Fresno farm department field interviews, reporter Jim Miller gets the story on new techniques employed today in the crossbreeding of cattle.

Farm personnel of WHO Des Moines are on location at the Iowa State Fair. L to r: Jack Dallas, farm dept. assistant; Herb Plambeck, farm director; Lloyd Albers, superintendent of the cattle show; Chet Randolph, farm news editor; Lee Kline, market editor, and Keith Kirkpatrick, associate farm editor. Scene is the last livestock judging.

to the awareness of listeners the farm products and services of certain additional companies.

"I think you and your station," he wrote to the general manager, "have a wonderful opportunity to help farmers produce better crops and that you are not taking full advantage of your opportunity."

Mr. Garst goes on to illustrate how the commercial messages of two nationally-produced products could make important differences in the outcome of farm production.

Conviction of this type by an interested advertiser on the strength and importance of farm radio is testimony enough to the medium's affluence.

And in the fast-changing world of agriculture, filled with wonderful new developments and beset with many critical problems, farm radio is attempting to keep pace with the needs of its listeners.

Questionnaires returned by stations to U.S. RADIO as part of the third annual survey of farm radio indicates that many adjustments are taking place within the medium:

- Programming is becoming more diversified to appeal to a wider range of farm listeners (i.e., the whole farm family).
- Information covered in farm programming is also broadening in scope across the country to include such things as general business news, gardening and expanded reporting on farm markets.
- The trend to shorter segments of farm programming—without a necessary reduction in total farm radio activity—appears to be growing, according to the survey.
- Questionnaires also point to the fact that stations are providing more service to advertisers.

As a focal point for advertising, the farm market continues to grow in attractiveness. This is true for farm products as it is for standard consumer items. For a list of national and regional advertisers who buy farm programming—as reported by stations in their questionnaires—see p. 24.

The vastness of the farm market has been documented by Wildrick & Miller Inc., New York, advertising agency that specializes in the agricultural, building and chemical industries. Its appraisal of the farm market, issued last year, presented the farm story in a 32-page booklet called *Fewer, Larger, Richer,* a follow-up to a similar analysis published 10 years earlier. Calling upon government and industry figures, here are some of the facts the agency has gathered:

- The farming industry consumes 6.5 million tons of finished steel each year, equal to almost half what the entire auto industry uses.
- Farmers spend $1.5 billion each year for petroleum products. They are the nation's biggest buyers of oil industry products.
- Farmers invest almost $5 billion each year in new buildings, equipment and machinery, more than $1,000 per farm.
- Farmers use enough rubber each year to put tires on six million automobiles.
- They spend more than $9 billion annually for seed, stock, feed and fertilizer.
- Farm families each year buy about $16 billion worth of consumer goods and services like food, clothing, furniture, insurance, appliances, medical care, among other things.

There is strong evidence that advertisers in greater numbers are realizing the value of the farm market for both specialized and consumer goods and services.

"Radio sales in 1961 are expected to rise in all product classifications," states Sidney J. Wolf, president of Keystone Broadcasting System Inc., "but should be especially marked among advertisers concerned with reaching the large farm market. Currently, eight national accounts are selling their various farm products, equipment or services via Keystone facilities. Many general product advertisers also are seeking this specialized consuming group."

He cites as an example the rise in automotive billing for Keystone in 1960. "We have many manufacturers using transcribed commercials to sell the general passenger car line to farmers as well as trucks." Mr. Wolf credits much of Keystone's sales gain of 25 percent last year to advertisers anxious to reach the rural markets.

Of the more than 1,100 stations in the Keystone network, 884 contain farm programming that collec-

Before the Heavy Machinery Rodeo held at Clemson College, S.C., Grady Cole, farm director of WBT Charlotte, interviews the 4-H Club participants in the rodeo.

Mike Nelson (l.), farm director of WJAG Norfolk, Neb., presents plaque to owner of prize-winning heifers at the Norfolk Chamber of Commerce-sponsored Baby Beef Show meet.

tively cover 3.7 million farms. Keystone states that these farms have an annual gross income of $26.6 billion, about 70 percent of the total U.S. gross farm income of $37.9 billion.

There are many developments taking shape in farm radio today, according to questionnaire returns.

"The farm director must spend more time in the field and less in the studio," states Herman Clark, director of radio, WBAP Fort Worth. "There should be more interviews in the field, more first-hand reports on crop conditions." As for farm clients, Mr. Clark declares, "Advertisers expect more service — dealer calls, attendance at sales meetings, assistance with point-of-sale material, dealer letters, contacts with sales managers. Consumer product advertisers, too, are showing an interest in the high-income farm audience."

The emphasis on markets and marketing information is explained by Maynard Speece, farm director of WCCO Minneapolis:

"The basics of farm service reporting—markets, weather and news of agriculture—remain the same. But each year there is more emphasis on markets and marketing. One big reason is that market activity is no longer seasonal.

"A few years ago, virtually all hogs came to market in the fall because practically all farrowing occurred in the spring. Today, multiple farrowing is the rule and the farmer is bringing hogs to market the year around.

"Also contributing to this picture is the fact that so many farmers are joining together in marketing groups to even the flow of livestock to market, eliminating the great seasonal price fluctuations.

Farm Director Arnold Peterson (r.) of WOW Omaha and Associate Farm Director Frank Arney prepare for on-the-spot interview to be run on one of station's farm programs.

"Farm service broadcasting also has been greatly affected by the technological revolution on the farm. The farmer simply cannot keep up with all the new products and methods in such fields as chemicals, fertilizers, feed formulations and insecticides. He depends more and more on radio for news of these products and advice on when to use them. Often it is the kind of information the farmer needs *now* and he gets it *now* only on radio."

Changes in farm radio programming reflect a desire to broaden the scope of information as well as to appeal to a wider range of listener (for example, the farm housewife).

"We have expanded the scope of women in our farm programming," declares Robert Miller, director of agricultural activities for WLW Cincinnati. "More and more important is the part played by Jean Conner, women's director of the farm program department, and thousands of letters from listeners attest to their confidence and loyalty. For example, just before Christmas Jean Conner offered to send a reprint of a Christmas cookie recipe upon receipt of a self-addressed, stamped envelope. By Christmas, more than 2,100 requests had been received and acknowledged.

"An increase in community relations also has been noted. More time has been given to personal appearances, speeches, remote broadcasts and activities at WLW's Everybody's Farm. Nowadays a farm broadcaster must have world-wide knowledge—he cannot limit himself to his own community."

Appealing to a wider range of listener with farm programming is pointed to by many stations as one of the newer developments in farm

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radio.

"We are still employing our regular pattern of farm interviews, market information and news directed to the farmer, all the while directing more thought to the *young farmer* and participating more with the FFA and other groups," says Leslie Kennon, vice president, KWTO Springfield, Mo. "We have also enlarged our scope of markets to include all important quotations in livestock and grain in the middle west."

And Jay Gould, farm director of WOWO Fort Wayne, adds the following emphasis to the growing diversification in programming content and approach:

"Two types of changes have come into our farm broadcasting. One type in program material and the other in program format. Emphasis has been changed considerably from our former efforts to raise production of crops and livestock to the problems of marketing and adjustment of quality and amount to demand. There is also a considerable increase in the amount of time spent in explaining farm problems to non-farm people and the problems of non-farmers to the farmers. As with the extension service, farm broadcasting now includes an ever increasing amount of attention to suburban non-farm listeners.

"Our farm broadcast format has evolved to parallel an apparent change in listening habits—shorter information segments (for example, four-minute rather than 15-minute markets), shorter interviews (maximum six minutes) and general agriculture information. Along this line, local, national and international news is now embodied within our farm broadcasts."

Bill Hoeft, farm director of WTMJ Milwaukee, also states that "more consideration is being given to the non-farm listener in farm programming."

Some stations report adjustments in programming to appeal to urban listeners.

"Our farm programming attempts to bring the urban listeners closer to the farmer, providing information to the urban listener which tends to acquaint him with the farmer's problems," declares Robert (Doc) Webster, farm director of WJTN Jamestown, N. Y. "We have not sacrificed the farm content in the program, but tend to present it in a manner that will be not only of interest to the farmer, but the urban listener as well. We are keeping interviews to a maximum of three minutes in an effort to keep the program fast-moving."

Conway Robinson, farm director, WBAL Baltimore, underscores a similar point: "Farm programming —particularly in our eastern area— must include sufficient human and general interest material to attract the suburban 'farmer' since our so-called strictly agricultural listening area now is changing and to a large extent is assuming a more suburban appearance."

The appeal to the distaff side is explained by Howard Heath, farm director, WPAG Ann Arbor, Mich. "We are aiming the commercial pitches more and more toward the woman of the house, knowing very little is ever spent without her con-

This trio bids welcome to visitors to Everybody's Farm, owned and operated by WLW Cincinnati. L. to r.: George Logan, farm service director; Robert Miller, WLW's director of agricultural activities, and Jack Conner, manager of the farm.

U. S. Sentate radio room is the scene of this farm broadcast by WGY Schenectady, N. Y. Station set up special two-way radio broadcast between these senators and four farmers in its home studios. Don Tuttle (r), WGY farm director, handles the Washington end of the discussion with Senators (l to r) Milton Young, William Proxmire, George Aiken and Allen Ellender. Northeast problems were aired.

sent."

An example of the increasing variety in information covered in farm fare is provided by Vern Stedry, manager of KRGI Grand Island, Neb. "Our farm director, Bill Macdonald, is making his farm program a bit more diversified. He covers lawn care, shrubs and plants a little more than he did a few years ago and has received excellent response to this programming."

Radio's ability to provide the farmer with fast and accurate reporting is being accentuated by a number of stations, according to questionnaire returns.

"Farm radio is continually becoming speedier and more informative in its reporting," states Orion Samuelson, farm director, WGN Chicago. "With the stepped-up pace of today's agriculture, farmers need up-to-the-minute market and weather reports and news of new agricultural developments."

And Wally Ausleg, farm director, WPTF Raleigh, N. C., declares, 'The pace has been quickened. Shorter, but more meaningful interviews. More market reports. Wider diversification on farms, operators interested in more items. In our area, for instance, on broilers, eggs and livestock, farmers desire more information on prices in distant markets, which affect local markets. Farmers are becoming better businessmen. They want to keep up with new developments."

In line with this, George Shannon, farm director of WWL New Orleans, says, "General business news is wanted by farmers." He also states that farmers want more markets, weather and live interviews.

"More emphasis on the business side of agriculture; farm market reports, too, are heavier," comments Ted Capener, farm director, KSL Salt Lake City.

In the area of remotes, Grady Cole, farm director of WBT Charlotte, N. C., believes major changes in programming include "more tapes of talks with agents and farmers as well as interviews at farm shows and exhibitions."

Carl Collins, farm director, WKZO Kalamazoo, also believes that "farm radio programming is more mobile these days. Examples on WKZO are direct reports from the Chicago Stockyards, the local stock exchange and the area weather bureau. Another service that has been successful for us is *Spray Guide,* beeper reports from agriculture specialists in the field advising area fruit growers of spraying conditions and advice on what types of spray to use."

The WMT Cedar Rapids booth at the Iowa State Fair features such services as weather forecasts and market reports. Station has similar booths at all local fairs.

Collecting facts for his WBAP Fort Worth farm program is Calvin Pigg (l.), station's farm editor. This is one way the station keeps abreast of the views of cattlemen and farmers.

KWKH Shreveport operates remote broadcasts from its own booth at the Louisiana State Fair. Farm Director Jack Dillard is shown getting farmers' opinions on the success of the show.

Another example of the far-reaching capabilities of today's farm programming is provided by WGY Schenectady, N. Y. Last spring, Don Tuttle, farm director, set up a two-way radio broadcast between four area farmers in its studios and four U. S. senators in Washington. The senators, members of the Senate Agricultural Committee, were George Aiken (R-Vt.), William Proxmire (D-Wisc.), Allen Ellender (D-La.) and Milton Young (R-N. D.).

The farmers in the WGY studios fired questions dealing with northeastern agricultural problems at the lawmakers. Listeners to the *Farm Paper of the Air* were given a chance to hear these matters discussed by these leading legislators and the local farmers.

A further indication of farm radio's increasing mobility is offered by George Haefner, farm director, WHAM Rochester, N. Y. "No longer are stereotype news or agricultural releases used. Rather, the story is re-told in specific terms of the WHAM farmer and his farm conditions. Each month we travel greater distances with our tape recorder, tailoring the farm programs to the highly-specialized needs of today's competitive farm business."

FARM RADIO

KDHL Faribault Minn., and the Ralston Purina Co. co-sponsored the "Beautena Royal Show and Sale." Farm Director Dean Curtis (l.) gets report on the scene.

The importance of on-the-scene reporting and the de-emphasis of news releases is underscored by Ray Wilkinson, farm director, WCEC Rocky Mount, N. C. "Best results today are achieved by personal contact on the farm and full-time study of local and area problems through county agents and the state extension service. No more just reading bulletins and wire service reports. Complete coverage of all events in area, from on-the-farm demonstrations to livestock sales and auctions."

With the rapidly changing farm picture adding new responsibilities to farm broadcasters, many stations are in the process of modifying or altering their farm format and coverage.

One such station, WOW Omaha, reports it has just had the most extensive program "overhaul" in 38 years. Bill Wiseman, manager, describes the changes in farm content. "Our new format gives increased emphasis to three vital farm services—current complete markets, current complete weather and current complete farm news. These will be brought to the farmer in-depth twice daily.

"The award-winning program, *Farm Service Reporter,* featuring Arnold Peterson, farm director, and Frank Arney, associate farm director, has been split into two segments—at 6:15 to 6:30 a.m. and 12:15 to 12:30 p.m. This doubles WOW's farm service. In addition, recognizing that the farm family likes music and entertainment, we have added *Rise and Shine,* a musical show at 5:30 to 6 a.m. and 6:30 to 7 a.m., with both programs giving frequent weather reports, time and farm featurettes.

"WOW also has increased its 6 a.m. news to 15 minutes and has inserted first market estimates and complete farm weather. Thus, the entire period from 5:30 to 7 a.m. offers greatly improved farm service."

Farm programming has always consisted basically of providing information the farmer needs in his everyday operation. However, the growing complexity of farm technology coupled with new product developments are bringing about an expansion of information offered.

"Besides the usual weather, news, markets, U.S.D.A. and state school agricultural news, our station has added two new features within the last two years," states Harold J. (Smitty) Schmitz, farm director, KFEQ St. Joseph Mo. "From February to August, we carry a weekly *Insect Report* consisting of taped interviews made with the extension entomologist of the University of Missouri School of Agriculture. This is a 10-minute feature, usually sold and broadcast on Mondays.

"Since last spring, KFEQ has carried special weather forecasts at 6:55 a.m. and 6:25 p.m., Monday through Friday, from Midwest Weather Service of Kansas City, Mo. These forecasts are beamed at farmers."

The trend towards shorter farm program units, which started a few years ago, appears to be gaining in acceptance.

"We are in the process of shortening our program segments," says John Chase, farm program director, WHFB Benton Harbor Mich. "We are trying to streamline the information segments, but maintain the same amount of markets and weather. Actually, we are revising our *Michigan Farm Hour* (12:15 to 1 p.m.) despite the fact that the program was selected as the outstanding farm program in Michigan by the Associated Press in 1958-1959 and 1959-1960.

"The objective is to provide a wider variety of information on each program. We have also expanded in the last two years our weather programs and local market coverage. During our morning program (5:30 to 6:45 a.m.), we are featuring more entertainment, but we still maintain basic farm features."

And Chuck Bill, farm director of WLS Chicago, declares, "There's a definite trend toward short segment programming. WLS has a one-hour morning show, *Farm Special,* which features short segments or vignettes by farm editors, interviews, market reports, among other things. Between these segments, we feature regular music, news and weather reports."

At noon, Mr. Bill notes, WLS has a half-hour news show, *Mid-Day,* which features three voices. Five-minute segments include local news, regional news, markets, weather, national news and a five-minute news summary.

"More short items, more music," states Stan Torgerson, station manager, WMC Memphis. "The major change in farm programming is to a more listenable format with less long discussions."

Wally Erickson, farm director, KFRE Fresno, analyzes the developments in shorter programming this way:

"Trend is not definite, but some stations are going into shorter programming segments. The *National Farm and Home Hour* was dropped by NBC, which now uses farm short subjects prepared by farm broadcasters for *Monitor.* By the same token, a few stations have eliminated block farm programming for more fre-

quent short segments; however, this is not a general practice.

"Most of us are streamlining our farm programming somewhat by keeping the features shorter, attempting to get frequent change of voices." He also states that many farm directors in more metropolitan areas are doing special service features (consumer tips, gardening) for urbanites.

"Capsule type reports inside of longer programs are becoming quite popular," declares Loyd Evans, farm director, KGBX Springfield, Mo. "Our *Farmarama* programming each morning is built around the NBC *Monitor* format with a farm slant all the way." He says the station has received "much good comment" from listeners on the market and weather briefings given every 20 minutes.

"We are scheduling more five-minute farm shows than ever before," asserts Howard Langfitt, farm director, WJDX Jackson, Miss. "We're providing our listeners with more thorough and complete market reports and information as well as more material of interest to consumers."

In support of the movement to shorter segments of farm programming, are such comments as these: "Farm programming includes shorter interviews and a greater number of them," says Mike Nelson, farm director, WJAG Norfolk, Neb.

"We have made a marked change in farm programming. The farm shows are worked into the news and morning record shows as one- to three-minute spots," states Wayne Rothgeb, farm director, WKJG Fort Wayne, Ind.

"Shortening of features to allow more variety is a major trend," declares Homer Quann, farm director, WSVA Harrisonburg, Va.

One of the big pluses of farm radio advertising is the merchandising and other services that a station provides a client. And reports from stations indicate that these services are taking on additional importance in the station-client relationship.

"More emphasis is being put on service to the farm radio client," states Phil Evans, farm director, KMBC-KFRM Kansas City, Mo. He cites such services as addressing and attending client sales meetings and working with area dealers as well as providing mailings and point-of-purchase displays.

"Farm directors are putting more emphasis in helping co-ops and farm organizations market and merchandise their products," declares Cliff Allen, farm director, WNOX Knoxville, Tenn.

Bob Nance, farm director, WMT Cedar Rapids, Iowa, believes that a major change today is "more personal service to clients." In line with this, the station's merchandising and promotion activities are extensive.

Last October, WMT broadcast directly for a week from the site of the National Dairy Cattle Congress in Waterloo. About 35,000 people registered at the station's "Farm Service" booth in the main exhibition hall to register for prizes and to meet station personalities. One General Electric transistor radio and a 17-inch GE portable tv set were awarded daily.

Remote broadcasts included four *Farm Cavalcade* Cattle Congress reports sponsored by Northrup & King Co., seed and feed company.

An example of a well-rounded merchandising campaign is provided by WSJS Winston-Salem on behalf of one of its clients, International Harvester, sponsor of the *Piedmont Farm Program.*

Among the features of the merchandising support are: Personal visits by Harvey Dinkins, farm service director, to IH dealers; personal letters to dealers explaining this support; on-air work during the Dixie Classic Fair, conducted with personnel from the Forsyth-Stokes Tractor Co., an IH dealer; promotional placards for dealer showrooms; air promotion on behalf of the program; personal appearances at dealer meetings, and goodwill field trips.

Plans for the next Dixie Classic Fair will include on-air interviews from the IH display.

Questionnaires returned by stations also indicate that certain structural changes are being made in the station-client relationship as far as the handling of commercials is concerned.

"More leeway is being given farm directors by their advertisers in the presentation of commercials," states Jack Dillard, farm director, KWKH Shreveport, La.

"Some stations seem to be weaning the farm director away from commercials, thereby making it possible for competitive accounts to be on his program," comments Wilbur Levering, farm director, WIBW Topeka.

And in the selling of farm radio time, Bill McReynolds, farm director, WOAI San Antonio, states, "We have been giving increased attention to the participating spot campaign within the farm show as well as selling in five-minute segments." • • •

As a part of the farm programming at WWL New Orleans, George Shannon, farm director, often interviews members of the Louisiana chapters of Future Farmers of America group.

Harvey Dinkins (l.), WSJS Winston-Salem farm director, talks over his *Piedmont Farm Show* with sponsor D. C. Rankin, IH dealer.

Each year WOAI San Antonio reports on the Southwest Texas Soil Conservation Tour. Shown discussing conservation improvements are Bill McReynolds (r.), farm and ranch editor, and John White, Texas Commissioner of Agriculture.

Farm Radio Advertisers

The following is a list of national and regional advertisers who regularly use farm radio in their advertising. The clients, arranged by product category, are taken from station questionnaires. Asterisk (*) indicates regional client.

EQUIPMENT, IMPLEMENTS & CONSTRUCTION

Alcoa Aluminum
Allis Chalmers
(farm machines)
American Steel & Wire
(fencing)
Automatic Equipment Co.*
(farm machines)
Bevis Construction*
(shell homes)
Black, Sivalls & Bryson
(storage tanks)
J. I. Case
(farm machines)
Chevrolet Trucks
Deere & Co.
(tractors and implements)
DeLaval Separator Co.
(milk machines)
Delco Batteries
Dodge Trucks
Eaton Metal Products
Electric Service Systems
(electric fencing)
Eveready Batteries
Firestone Tires
Flex-O-Glass
(glass substitutes)
Ford Tractors
Ford Trucks
GMC Trucks
Gehl Bros. Mfg.
B. F. Goodrich Tires
Goodyear Farm Tire Service
Granite City Steel*
(flat rolled steel)
Homelite Chain Saw
Honneggers & Co.
(farm buildings)
International Harvester
(farm machines)
Kaiser Aluminum Roofing
The Kendall Co.
(milk filters)
Kennecott Copper
Keystone Steel & Wire
(fencing)
Long Mfg.
(balers)
Massey Ferguson
(farm machines)
Walter May Farm Implements*
McCulloch Chain Saws
Minneapolis Moline
(farm machinery)
Mono Chain Saws*
National Pressed Steel*
(corrugated metal)
The Oliver Corp.
(farm machines)
Pennsylvania Tire
Pioneer Chain Saws
Plymouth Cordage
(baler twine)
Remington Chain Saws
Reynolds Farm Buildings*
Schwartz Mfg.
(milk filters)
Sensation Mower
Sheffield Steel
Solar Permanent
(milk coolers)
Southland Tractors*
Speedy Mfg.*
(farm machinery)
U. S. Rubber Co.
(tires)
U.S. Steel
Willys Motor
(trucks)

SEED & FEED

Allied Chemical
(feed supplement)
Allied Mills
(feeds)
American Salt*
C. S. Bell
(seeds)
Cargill
(seeds and Nutrena Feeds)
Cocker's Pedigreed Seed*
Cooperative G. L. F. Exchange*
(seeds and feeds)
The Corn King Co.*
(feeds)
Dannen Mills*
(feeds)
DeKalb Seed Corn
Delta Pine & Land
(cotton seeds)
Diamond Crystal Salt*
Doughboy*
(feeds)
Farm Bureau Co-Op*
(seeds and feeds)
Farmer's Hybrid Seed Corn*
Foxbilt Feeds
Funk Hybrids
(seeds and feeds)
Garst & Thomas*
(seeds)
Gooch Feed Mill*
Hubbard Milling*
(feed)
Jacques Seed*
Louisiana Seed*
Earl May Seed
McMillen Feed Mills*
McNairs' Yield-Tested Seed*
Moorman Feeds
Murphy Products*
(feeds)
Northrup-King
(seeds and feeds)
Oelwein Chemical
(feeds)
Oyster Shell Products
(feeds)
Pay Way Feed Mills*
Pfister Hybrid Seed
Pioneer Seed Corn
Quaker Oats
(seeds)
Ralston Purina
(feeds)
J. C. Robinson Seed*
Schreiber Mills*
(feeds)
Southern States Co-op*
(seeds and feeds)
Spencer Kellogg & Sons
(feeds)
Steckley Hybrid Corn Co.*
(seeds)
Supersweet Feeds div. of International Milling Co.*
Tennessee Farmers Co-op*
(feeds)
L. Tewles Seed*
U. S. Industrial Chemical
Vigortone Products
(feeds)
Walnut Grove Products*
(feeds)

FERTILIZERS & CHEMICALS

Agricultural Laboratories
(chemicals)
American Agricultural Chemical
(fertilizer)
Chilean Nitrate
(fertilizer)
Davison Chemical
(fertilizer)
Dow Chemical
Federal Chemical
(fertilizer)
Geigy Chemical
Hi-D Commercial Solvent
(fertilizer)
International Minerals and Chemical
Nitrogen, div. of Allied Chemical
(fertilizer)
Monsanto
(fertilizer)
Olin-Mathieson Chemical

Pax
(fertilizer)
Pfizer Laboratories
(chemicals)
Planter Cotton Oil & Fertilizers*
Rohm & Hass
(chemicals)
Royster Guano
(fertilizer)
Shell Chemical
Sohio Chemical*
Spencer Chemical
(fertilizer)
Stauffer Chemical
(fertilizer)
Swift & Co.
(plant food)
Tennessee Farmer's Co-op*
(fertilizer)
Union Carbide
(chemicals)
Virginia-Carolina Chemical
(fertilizer)

ANIMAL HEALTH

Abbott Laboratories
American Cyanamid
American Scientific Laboratories
Armour Laboratories
Dr. Legear Inc.
Dr. Salisbury Laboratories
Geigy Agricultural Chemical
Hess & Clark
Merck & Co.
Myzon
National Serum
H. W. Naylor
The Smith Agricultural Chemical

INSECTICIDES, PEST & WEED KILLERS

BHC Insecticide
Carbola Chemical
(insecticides)
Chapman Chemical*
(insecticides)
Chemargo
(insecticides)
d-Con
(pesticides)
Niagara Chemical
(rat poison)
Esso
(cotton weed killer)
Swift & Co.
(insecticides)
Warfarat*
(rat poison)
Woodbury Chemical*
(insecticides and pesticides)

ASSOCIATIONS

The Burlap Council
Dairymen's League Cooperative Assoc.*
Doane Agricultural Service
Grange League Federation
Milk Producer's Assoc.*
Rural Electric Assoc.

PETROLEUM PRODUCTS

DX Sunray Oil
Ohio Oil*
Phillips 66
Pure Oil*
Sinclair Refining
Standard Oil
Sun Oil

CONSUMER PRODUCTS

Brown & Williamson Tobacco
Burrus Mills*
(flour)
Chattanooga Medicine
(Black Draught)
Coca Cola
Creomulsion
Dr. Pierce's Golden Medical Discovery
General Mills
Great Atlantic & Pacific Tea Co.
Hopkinsville Milling*
(flour)
Luzianne Coffee*
McCall's Magazine
Montgomery Ward
J. C. Penny
Pet Milk
Prince Albert Tobacco
Reynolds Tobacco
Royal Crown Cola
SSS Tonic
Safeway Stores
Sealy Mattress
Sears & Roebuck
Tubrose Snuff
Union Carbide
(Prestone anti-freeze)
Willard Tablet

MISCELLANEOUS

All-State Insurance
Bank of America*
Burnette-Carter*
(stock yards)
DX Sunray Farm Information
Dixie National Stock Yards*
Farm Bureau Insurance
Hamilton Carhartt Overall Co.*
Hercules Powder Co.
(explosives)
Household Finance
MFA Insurance*
Mobile Homes*
(house trailers)
Northern States Power*
Oshkosh B'Gosh
(clothing)
Poole Trailer Sales*
(house trailers)
South Memphis Stock Yards*
Wilson & Co.
(meat packers)

Station Sampling

Replies from the following stations were received for the farm survey:

KCMO Kansas City, Mo.
KDHL Faribault, Minn.
KFEQ St. Joseph, Mo.
KFH Wichita, Kan.
KFKA Greeley, Colo.
KFRE Fresno, Calif.
KFRM Concordia, Kan.
KGBX Springfield, Mo.
KGNO Dodge City, Kan.
KHOW Denver, Colo.
KMBC Kansas City, Mo.
KRGI Grand Island, Neb.
KRVN Lexington, Neb.
KSL Salt Lake City, Utah
KSMN Mason City, Ia.
KVKN Monahans, Tex.
KWKH Shreveport, La.
KWTO Springfield, Mo.
KYW Cleveland, O.
WBAA W. Lafayette, Ind.
WBAL Baltimore, Md.
WBAP Fort Worth, Tex.
WBEN Buffalo N.Y.
WBT Charlotte, N.C.
WCCO Minneapolis, Minn.
WCEC Rocky Mount, N.C.
WGN Chicago, Ill.
WGY Schenectady, N.Y.
WHAM Rochester, N.Y.
WHDN Bostan, Mass.
WHFB Benton Harbar, Mich.
WHO Des Moines, Ia.
WHOS Decatur, Ala.
WIBC Indianapolis, Ind.
WIBW Topeka, Kan.
WISR Butler, Pa.
WJAG Norfolk, Neb.
WJDX Jackson, Miss.
WJTN Jamestown, N.Y.
WKJG Ft. Wayne, Ind.
WKTY La Crosse, Wisc.
WKZO Kalamazoo, Mich.
WLS Chicago, Ill.
WLW Cincinnati, O.
WMAZ Macon, Ga.
WMC Memphis, Tenn.
WMT Cedar Rapids, Ia.
WNOX Knoxville, Tenn.
WOAI San Antonio, Tex.
WOW Omaha, Neb.
WOWO Fort Wayne, Ind.
WPAG Ann Arbor, Mich.
WPTF Raleigh, N.C.
WRFD Worthington, O.
WSJS Winston-Salem, N.C.
WSVA Harrisonburg, Va.
WTAX Springfield, Ill.
WTMJ Milwaukee, Wisc.
WWL New Orleans, La.

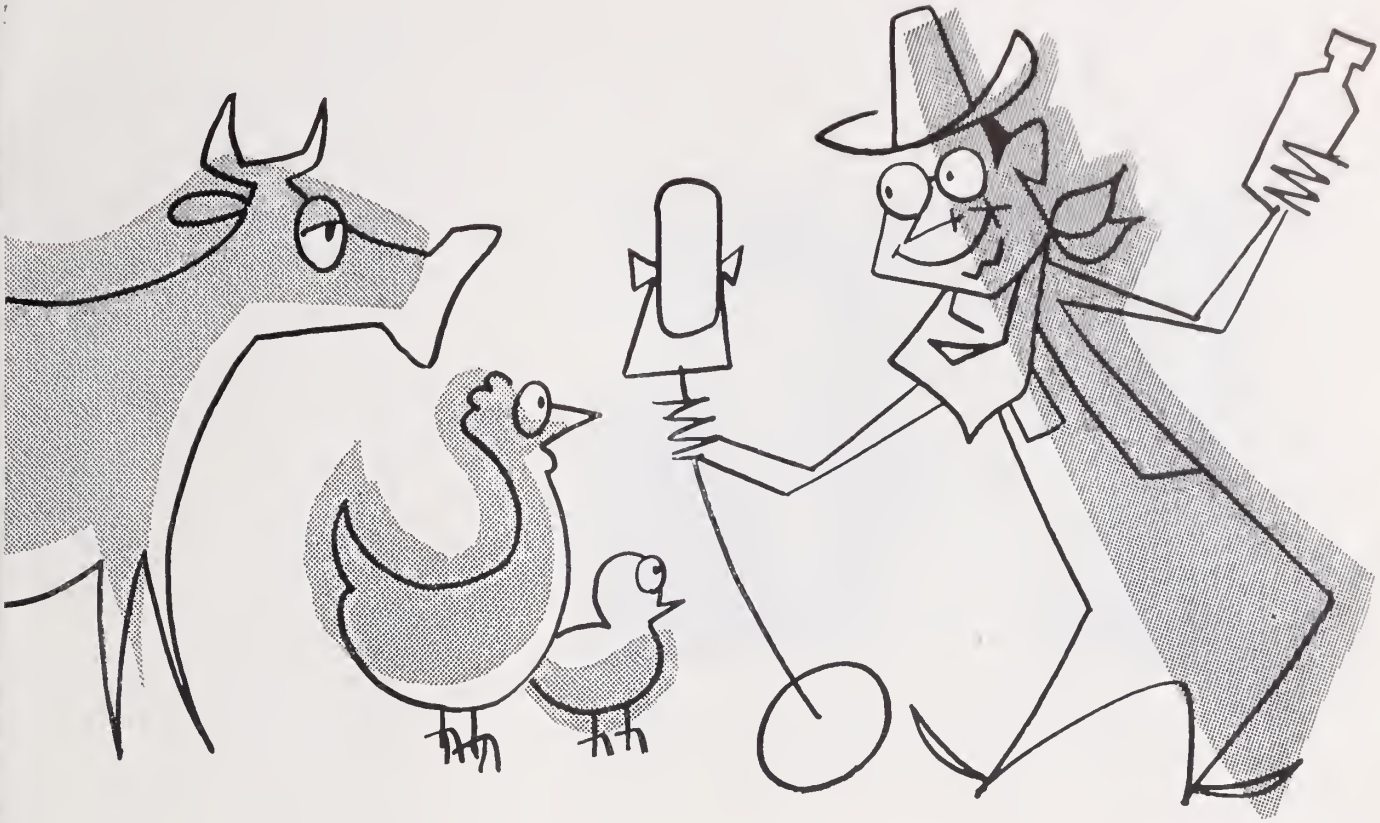
Radio Plows Sales for CYANAMID Farm Drugs

Farm Directors Form Nucleus For American Cyanamid's 52-week Campaign for Aureomycin; 40 Stations In 'Aureomycin Radio Network'

One of the most outstanding examples of cooperation between agency and station has developed over the past 10 months in farm radio.

Farm directors of 40 radio stations play the key role in radio advertising for the American Cyanamid Company, which manufactures Aureomycin for agricultural use.

Cunningham & Walsh Inc., New York, American Cyanamid's agency, calls its lineup of stations the Aureomycin Radio Network. When the program was initiated in April, 1960, there were 25 stations in the "network." Since then 15 stations have been added. (It is estimated that American Cyanamid will spend $450,000 this year in farm radio, including special spot campaigns that are not a part of the 52-week "network" schedule. The budget for the "network" alone has been doubled since last year, according to Robert Palmer, Cunningham & Walsh media supervisor.)



"Our whole program hinges on the farm directors," explains Mr. Palmer. "As a matter of fact, we do not select stations simply on the basis of ratings or coverage. We feel that the farm director is in close contact with the people in his area and exerts a great influence through his personality. He not only knows farmers, but local businessmen, and many on a personal basis. He is a key factor in our decision as to what station to buy," Mr. Palmer says.

Once the station is selected, Cunningham & Walsh buys farm programs solely where possible. The usual practice is to sponsor a five-minute slot of a program, using an opening and closing billboard and a one-minute commercial. The frequency ranges from three to five programs a week. If time is unavailable on a farm program, the agency buys three one-minute adjacencies per week.

"All spots must be delivered live by a farm director," Mr. Palmer explains, "and this is the basis for what we believe to be a rather unique copy approach. The farm director receives no copy, transcription or fact sheet from the agency. Instead, we send him literature on Aureomycin and a list of 'ground rules' which covers the 'don't's' instead of the 'do's'."

Agency Suggestions

Here are excerpts from agency instructions to the farm directors:

"Enclosed you will find a booklet titled 'What An Antibiotic in Feed Can Do for You.' The first six pages of this booklet contain the basic story of Aureomycin, what it is, how it works and why it works. The remainder of the booklet discusses Aureomycin as a feed additive. Second is a folder called 'How to Use Aureomycin.' In its pages you will find a brief summary of the uses of Aureomycin in animal health (veterinary) products. The third book bearing the label of 'Aureomycin Crumbles' is a rather comprehensive fact sheet on this new and important health product. The fourth item is a set of 13 'ground rules' governing commercial structure."

Armed with this material, the farm director prepares his own copy. Cunningham & Walsh prefers this method for a number of reasons: First, the farm director flavors the commercial with his own personality; second, he is aware of changes in agricultural conditions that would call for a change in copy; third, he can write the commercial on whatever farm animal is predominant in his area—livestock, poultry.

A fourth reason for giving the farm director a wide latitude with copy is the testimonial. Often a farm director, when in the field, will interview a farmer who uses one of the Aureomycin products. The farmer will explain why and how he uses Aureomycin and give a run-down of the results. Whenever adaptable, an

Farm directors prepare their own copy from background material furnished by C&W. They exercise almost complete autonomy in promotion, copy and sales contacts. Here John McDonald, RFD for WSM Nashville, gives commercial during one of Cyanamid's three weekly programs.

How C&W Selects Farm Directors

1. Does the RFD work for a qualified station? (Ability to reach a sizable farm listenership).
2. Agency man must have met RFD personally.
3. Is he a member of the National Association of Television and Radio Farm Directors?
4. How active is the RFD in the NATRFD?
5. Airchecks of programs taken periodically.
6. Does station management have an active interest in farm programming?
7. Which geographic region is the RFD from? (Farm areas in order of importance: Midwest, Northeast, Southwest, Southeast and West.)

interview is used for a testimonial commercial.

"This approach gives the station's farm director standards commensurate with his position and gives the advertising the benefit of the farm director's experience. He can, and does, contribute a helpful editorial background to the commercials," according to Newman F. MacElroy, agency media director.

As an example of a farm director's activities in promoting American Cyanamid, here is part of a report from Chuck Muller, farm director at KOA Denver:

"Got together with Cyanamid's animal feed salesman, Rex McCullough, and developed special Western flavored commercials for Aureomycin in beef feeds.

"Imprinted Aureomycin Radio Network promotional material distributed to feed mills, farm stores and druggists in Colorado, Wyoming and Northern New Mexico.

"Learned that a prominent feeder-breeder featured in our Aureomycin testimonial commercials was showing at the Colorado State Fair. Invited listeners to stop by his show pens, view his cattle and find out face-to-face just what this cattleman thinks of Aureomycin.

"Visited with Cyanamid sales and technical people at the American Veterinary Medical Association Convention in Denver."

Typical Commercial

Here is one of the commercials that Mr. Muller prepared for American Cyanamid. It shows the advantage a local farm director has in knowing his territory and being able to personalize his commercials.

You've often heard us say that cattle fed a ration containing Aureomycin, that powerful broad spectrum antibiotic made by American Cyanamid Company, stay healthier and produce low cost gains at every stage of life. More and more Western ranchers are learning about the advantages of feeding Aureomycin every day. But if you want to hear a real success story, talk

to some of your neighbors who have fed Aureomycin. For example, here's the experience of Dick Dickerson, the manager of the South Park Cattle Company up at Jefferson, Colorado. Dick reports that they have fed Aureomycin mixed with their creep ration for the past five years, and wouldn't be without it. As many other ranchers have found, Dick reports that he believes it has reduced the general run of sickness in small calves, and that there has been a noticeable increase in the gain of their feeder calves. That is the finding of Dick Dickerson in South Park, but ranchers and cattlemen in all parts of the region— up in the mountains or out in the plains— report the same thing. Talk to your dealer or feed manufacturer's representative about Aureomycin. By cutting down on diseases you permit the cattle to produce the best gains of which they are capable. Again, that's Aureomycin, a product of the American Cyanamid Company.

Both Cunningham & Walsh and American Cyanamid have expressed enthusiasm with the farm "network" plan. Frank Cappy, American Cyanamid's advertising manager for the agricultural division, says, "We think the farm directors are doing a good job. They are helping considerably to merchandise our products."

Dr. Larry Groves, Cyanamid's promotion manager for feed and health products, comments that "We're very happy with results since last spring, and we think the farm directors are doing a wonderful job. During the five years before we tried the network-type operation, we varied our use of broadcast. We used some spot radio, and bought a 13-week television participation. We went into the 'network' lineup of farm directors on an experimental basis. It has worked out very well. The farm directors, in effect, are 'salesmen-on-the-air' for our products."

As Bob Palmer explains it, before the "network" operation was proposed, the agency took a long look at American Cyanamid's agricultural advertising and decided to develop much stronger local identification. "Since the 'network' plan has come into being, we have found that it has succeeded especially in bringing American Cyanamid salesmen closer to the company's advertising. One farm director was in contact with a company salesman 15 times in one month. Often when the farm director meets a farmer who has a need for one of the Aureomycin products, he will immediately contact a salesman."

Regular Radio User

Aside from its "network" plan which operates on a continuing 52-week basis, American Cyanamid is still active in spot radio, as it has been for the past 10 years, according to Mr. Palmer.

"Spot radio is important to our advertising because it enables us to get on the air quickly when regional circumstances demand it," explains Edward B. Shaw, promotion manager for pesticides. "Radio is one step away from the consumer and product, and is the first thing we turn to when anything unforeseen comes up."

As an example, he cites the spot campaign for Malathion that ran from April 11 to May 6 last year. "In this case, it was discovered that in certain states in the East there was a residue build-up in forage that threatened the purity of milk produced by cows. We went on the air almost immediately with spots for Malathion, a pesticide that can kill the insect without harming the animal eating the forage."

ROBERT PALMER, Cunningham & Walsh media supervisor, directs the Aureomycin radio campaign for American Cyanamid. He says radio has brought Cyanamid salesmen closer to the company's advertising program.

For the Malathion campaign, American Cyanamid bought seven spots per week on 11 eastern stations, according to Frank Vernon, Cunningham & Walsh media buyer. In addition to the Malathion campaign, American Cyanamid used spot radio for six other products in 1960. The first campaign broke in February for a special two-week emphasis on Aureomycin Feed on 14 stations. At about the same time, a five-week campaign started on stations in the South and Southwest for Aureomycin Feed for egg layers. Also on the air at the same time was a four-month campaign in the midwest for Pigdex, a vaccine. In May and June, 12 stations in upper midwestern states carried 10 spots a week for Amino Triazole, a weed-killer. Cyprex, a chemical for treating cherries, got a one-month schedule on several New York State stations in April and May.

"At the present time," says Mr. Vernon, "two or three spot campaigns are scheduled for 1961. There probably will be more, but the scheduling will depend pretty much on local conditions. When the weather and marketing conditions are right, we are in a position to move in quickly with a spot radio campaign."

Anticipated Conditions

"We try to anticipate conditions as far ahead as possible," explains Mr. Shaw, "and usually have copy prepared ahead of time. All commercials for spot campaigns are prepared by the agency, not by farm directors as in the 'network' campaign. In some cases the commercials are in the hands of regional distributors who give the go-ahead to a spot radio drive if there is need for a crash program."

With its spot and "network" campaigns, American Cyanamid is one of the leading spenders for agricultural chemicals, according to Mr. Palmer. The company is one of the largest manufacturers of agricultural products in the United States, with about 20 percent of total revenue attributed to this source. In 1959, according to Mr. Cappy, the company's total revenue was $500 million. • • •

Farm Radio Advertiser Case Histories

The following capsule success stories are reported by stations to U.S.RADIO.

Gas—Pyrane Gas Co., a local Benton Harbor, Mich., distributor, used mostly weekly newspapers and direct mail in its advertising until 1959. It then bought on WHFB a five-minute weather program at 12:30 p.m. Monday through Friday for 26 weeks. When the contract expired, the client renewed for a full year at a cost of $12.50 a week. The company has just renewed a second time for another year and claims his business has increased in three counties despite additional competition and extension of natural gas lines. Direct mail has been dropped and weekly newspaper ads have been cut down.

Farm Buildings—Customcraft Inc. last fall contracted for a campaign on WGY Schenectady, N. Y., to run from October 10 through January 6 on the *Farm Paper of the Air* (12:15 to 1 p.m.). Using a one-minute spot, Monday through Friday, the client after seven weeks received more inquiries and effected more sales than it could handle that it had to change copy to sell another product.

Livestock Dealer—Henry Conklin & Sons, Plain City, O., first bought time on the farm programs of WLW Cincinnati to promote a cattle sale that was to start in January 1960. As part of the station's follow-through, Jack Conner, manager of WLW's Everybody's Farm, attended the sale to check on the turn-out of farmers. Pleased with the results in terms of the crowd and sales volume, Mr. Conklin later telephoned Mr. Conner from Plain City (100 miles away) expressing his satisfaction with the part radio played. The result? The firm bought six spots on *Chore-time* (6:10 to 6:45 a.m., Monday through Friday) one week per month to promote its 12 monthly sales of the year. Henry Conklin & Sons started their second year of advertising on WLW January 6. Last year, the firm spent $4,400 with the station.

Equipment—Coushatta Farm Implement Co., an International Harvester dealer, sponsors a 15-minute program per week on KWKH Shreveport, La. One example of the success the company has had was the sale of five used mechanical cotton pickers as a direct result of the sponsorship. A one-minute commercial was used in each of two programs calling attention to the sale.

Feed—Ralston-Purina Co. has been advertising on WJAG Norfolk, Neb., for over 15 years, according to Howard Murphy, district manager. The company now sponsors *Purina Market Time*, Monday through Friday, a program aimed especially at livestock feeders. During the years it is reported that Ralston-Purina has scored a 500 percent increase in business.

Chemicals—The Stull Chemical Co. of San Antonio had never done any radio advertising until it bought five minutes on the WOAI *Farm News* (6:25 a.m.) three days a week. The campaign started about a year ago with a 13-week buy. The campaign for the remainder of the year was renewed each time for 13 weeks, until recently when the company ordered a 52-week contract. Increased sales coupled with the "realization that the farm editor represented a highly respected 'travelling salesman'" are the reasons credited for the continuing radio use.

Rodenticide—The Lowman Co., Waterloo, Ind., manufacturer of Acorn Cheese Rat Killer, recently finished a campaign on WOWO Fort Wayne. L. L. Lowman last month commented on the results of the drive: "Even though our advertising budget was small, our early morning and *Jay Gould's Notebook* times were most effective. Without revealing any figures, we can say that WOWO was responsible for increasing our business 50 percent over last year. You can rest assured that we will be back on the air again next fall."

Construction—Atlantic Aluminum & Supply Co., Staunton, Va., bought one spot daily on WSVA Harrisonburg, Va., to promote the construction of farm buildings. The spots, heard between 6:16 and 6:45 a.m., were done from the advertiser's fact sheet with the content entirely the farm director's choice. In less than two weeks, 12 inquiries were received; three definite sales totaling $7,500 were directly attributed to radio. The client has reportedly requested the assistance of WSVA in using other radio stations with the spots to be done by its farm director.

Feed—Ralston-Purina Co. for its Purina Chows has been a continuous advertiser on KCMO Kansas City since January 1951. At a weekly cost of $330, the company uses six 10-minute programs a week, *Farm News* with George Stephens, farm director, Monday through Saturday, 12:10 to 12:20 p.m. Ralston Purina reports tonnage increased each year since the start of the program.

Tobacco Market—For the first time, Faquay-Varina Tobacco Market last year scheduled daily minute announcements on the 6 to 6:15 a.m. farm program of WPTF Raleigh, N.C. The announcements ran from opening day of the market in September until it closed in November. Announcements reported sales volume for the previous day, the average price paid to farmers and listed several sales by individual farmers. Tobacco market credited WPTF for making it the best year, with more tobacco sold than ever before at higher average prices for farmers from a wider area than ever before.

Services—Utah State Farm Bureau candy recipes were provided recently on *This Business of Farming* on KSL Salt Lake City. In one brief mention, Jeanne Lesson, ladies day director, stated that these candy recipes could be had by writing to the program. The next two mail calls brought nearly 150 requests from the station's coverage area.

Implements—Balster's Implement & Parts Co., Scotch Grove, Iowa, which sponsors *Tomorrow's Agriculture* on WMT Cedar Rapids Sunday

7:15 to 7:30 a.m., ran two 1-minute commercials last year to promote tractor chains. It sold over $1,000 worth of chains in one week as a result of the radio campaign.

Stockyard & Broker — The South Memphis Stockyards Co. and the Burnette-Carter Co., livestock brokers, have sponsored a Monday-through-Friday, 15-minute program (12:30 to 12:45 p.m.) on WMC Memphis for nearly 15 years. The two firms alternate sponsorship each day. J. H. Kiersky, general manager of South Memphis Stockyards, made this comment on the program: "From time to time, we make periodic checks with the customers on the stockyards and by the salesmen who solicit business for the stockyards — directly inquiring as to whether or not they listen to our radio programs. Our reports have always been extremely favorable and we are pleased with the results."

Tractors — International Harvester Co. is now in its fifth year on KFRE Fresno, Calif. The company contracts for one year at a time and is presently sponsoring five minutes twice a week at 12:25 p.m. The station's farm department works closely with local dealers in promotion. KFRE reports that the dealers get much reaction from the show and that the local sales curve on the products advertised have been rising steadily.

Tractors & Equipment — International Harvester Co. for the past seven years has sponsored on WCCO Minneapolis the *Farm Service Review* each Monday, Wednesday and Friday at 6:30 to 6:45 a.m. A feature of the program is the "Bell Ringer" in which Jim Hill, associate farm director, who is featured on the show, rings a bell and salutes a farmer who has just purchased a new piece of I-H equipment; the individual dealer is also saluted. WCCO reports how this feature has been responsible for actually selling items in at least two cases. Paul Nelson, an I-H dealer in LeSeur, Minn., declares that a customer and he were having difficulty closing a deal on a new $4,000 tractor. Finally, the farmer asked, "If I do buy this tractor, will Jim Hill give me a 'Bell Ringer' on WCCO?" Mr. Nelson assured him that Jim Hill would and the farmer reportedly purchased the tractor on the spot. In another case, says the station, a St. Peter, Minn., farmer who was saluted following his purchase of a new tractor, returned to his dealer and said, "I guess I'll have to buy a new four row corn picker ($700 item) if I am going to live up to the build-up Jim Hill gave me this morning."

Feed—The Ralston Purina Co. and 32 dealers in southern Minnesota have sponsored the *Purina Farm Forum* on KDHL Faribault, Minn., for eight years. The program, aired twice a day from 6:45 to 7 a.m. and 6:45 to 7 p.m., features farm interviews. The results are attested to by the Purina sales organization which states that Purina Chows have shown the biggest growth of any feed in the area.

Feed—Dannen Mills Inc. is a regular sponsor on KFEQ St. Joseph, Mo., presenting the *Market Gossip* program 1 to 1:15 p.m., Monday through Firday. The show contains market information, general farm news and musical entertainment by Slim and Mary, western entertainers. In addition, Dannen last fall sponsored the station's coverage of the State and National 1960 Mechanical Corn Picking Contests. In fact, the KFEQ studio and facilities were located at the Dannen exhibit during the national event. On October 19, the coverage consisted of four 5-minute "beep" telephone reports direct from the contest site near Chillicothe, Mo., by Harold J. (Smitty) Schmitz, farm director. On October 20, the national contest was held at the farm site with contestants from about 10 states. KFEQ broadcast interviews with winners and people in attendance as well as programs covering the events in general. The overall cost of the coverage to Dannen was $500, including the line charges. It is interesting to note that Dannen Mills for the last three years has also used a participating one-minute announcement during the 154-game season broadcasts of the St. Louis Cardinals' baseball team on KFEQ. Because last year was Dannen's 25th anniversary, the first 10 seconds of each minute spot carried a brief recap of the Cardinal game played 25 years ago, featuring the names of the famed St. Louis Gas House Gang. The commercial then lead into the anniversary copy and closed with a promotion for a specific feed product.

Seed — Garst & Thomas, Coon Rapids, Iowa, grower-distributor of Pioneer hybrid seed corn, has been using the WOW Omaha *Farm Service Reporter* for 12 years on a 52-week basis. Its first year it grew and sold 3,000 bushels. This year it sold over 600,000 bushels before October 15, greater than last year's April 1 total. The company credits its year-around advertising as a major factor. Roswell Garst last November had this to say to WOW: "You certainly have done a grand job helping us increase our sales . . . in recent years. We had by October 15 taken orders for more Pioneer hybrid seed corn for planting in Nebraska than we delivered in the state last year. Because you are our main station in Nebraska—the one we have most consistently used—I think you simply are deserving of a good deal of the credit."

Seed—Pfister seed corn started several years ago to use a few seasonal spots on WTMJ Milwaukee. It now has a 52-week schedule and sales in the station listening area have continued to climb.

Animal Health — The American Cyanamid Co. is a sponsor of the *RFD Review* on KFKA Greeley, Colo., Monday, Wednesday and Friday from 6:25 to 6:30 a.m. The sponsorship is part of American Cyanamid's "aureomycin network" (see story, p. 26). The station reports that all the local feed manufacturers have noted a significant increase in "both the inquiries about and the usage of feeds containing aureomycin."

Tobacco Market — Winston-Salem Leaf Tobacco Market Committee for many years has sponsored a quarter-hour segment of *Piedmont Farm Program* (12:15 to 12:30 p.m., Monday through Friday) on WSJS Winston-Salem beginning each June and running through mid-December. The program is beamed to farmers and tobacco growers. The show's aim is

to improve tobacco production and to advertise Winston-Salem as a trading center. Upon the opening of the Winston-Salem tobacco market, daily remote broadcasts are arranged to cover all selling warehouses. Market information and a complete report on the day's activity is provided by Bryan Harper, sales supervisor. These programs are fed to an additional six radio stations to reach all growers in the Old Belt market. The Winston-Salem Leaf Tobacco Market Committee feels that this is the most successful advertising it purchases because it sells the city not only as a tobacco market but also as a trading center.

Breeders Association—The Heart of the Ozarks Hereford Breeders Association, a small advertiser, spent $18 on KWTO Springfield, Mo., to advertise its public sale. Two days prior to sale time, there was a blizzard. The advertiser called the station at 11:10 a.m. asking that it announce postponement of the sale. At noon, the association contacted all consignors and found that each had heard the spot over KWTO at 11:14 a.m.

Auctioneer—Harris Wilcox, a farm auctioneer in western New York State, has used WHAM Rochester, N.Y., for many years to advertise his sales in the upstate area. The schedule usually includes three 1-minute announcements per auction with as many as three auctions being advertised per week on Farm Director George Haefner's *County Fare* program between 5:30 and 6:30 a.m. Repeated large turnouts and successful sales from listeners in both rural and urban areas offer continuing proof of the radio buy.

Sheller—Gravette Shelling Co. ran a one-week saturation campaign of 10 spots per day on KGBX Springfield, Mo., to appeal to farmers to sell their walnuts to it. Daily cost of the drive was $27.50. The company commented, "We've been running two hullers with double crews 17 hours a day ever since we got our program underway with you."

Bank—The Marine Trust Co. of Western New York has been a regular participator on the WBEN Buffalo farm program conducted by Alden Fox, farm director, for over five years. Thomas Heard, senior vice president in charge of the bank's farm department, stated: "From comments made to us and surveys conducted, we know that this program, heard between 5 and 6 a.m., gets a fine reception throughout western New York. Al Fox does a grand job for us, not only as far as the program is concerned, but also because he attends many farm events throughout the area and has a wide personal acquaintanceship with farm people."

Insurance—MFA Mutual in its advertising over KRGI Grand Island, Neb., offered red flags to those who wrote in for them during National Farm Safety Week. As a result of that one-week promotion, about 800 flags were sent out. The company regularly has a spot on the Monday-through-Saturday Bill McDonald show (6:30 to 6:45 a.m.)

Feed—P. J. Oesterling & Son Inc. used a 10-day campaign on WISR Butler, Pa., to introduce its new dog food. About 40 spots were used between the hours of 6 and 8 a.m. More than 600 inquiries were received in response to a free sample offer. There was also an increase in tonnage of more than 25 percent.

Feed—Dannen Mills Co. has been using three 10-minute programs per week on KHOW Denver at a cost of $82.50 a week. In addition to the air activity, the station's farm director conducts field work for the sponsor. Dannen Mills has renewed for the second time.

Bank—The First Federal Savings & Loan Association of Kalamazoo has used the WKZO noon-time program for over 15 years. During this time, the association has successfully increased the number of its rural customers.

Milk Filters—Kendall Mills, which runs three spots a week at $11 each on WKTY La Crosse, Wis., asked farmers over a three-week period to send in two box tops of the Kendall brand for a box of filters. The mail pull was reportedly high with requests still coming in as long as three months later. • • •

MARTHA BROOKS
"MARTHA BROOKS SHOW"

These People Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as the "Martha Brooks Show" and "Farm Paper of the Air," **WGY** captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who *spend the money* for your products. With spots on **WGY**, you can pinpoint your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes **WGY** your best area buy for a class *or* mass message. For availabilities, contact the Henry I. Christal Co. or **WGY**, Schenectady, N. Y. 982-15

DON TUTTLE
"FARM PAPER OF THE AIR"

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

Radio Brings Home The Rice

When Carolina Rice met radio, it was love with the first flight. Today, after 13 years of going steady, River Brand Rice Mills, Inc., and its agency, Donahue & Coe, Inc., know that Carolina Rice and radio are a combination that continues to have lots of sales appeal.

It all began in 1948. The River Brand Company's sales for that year were $18 million. The company states its sale for 1960 were over $31 million.

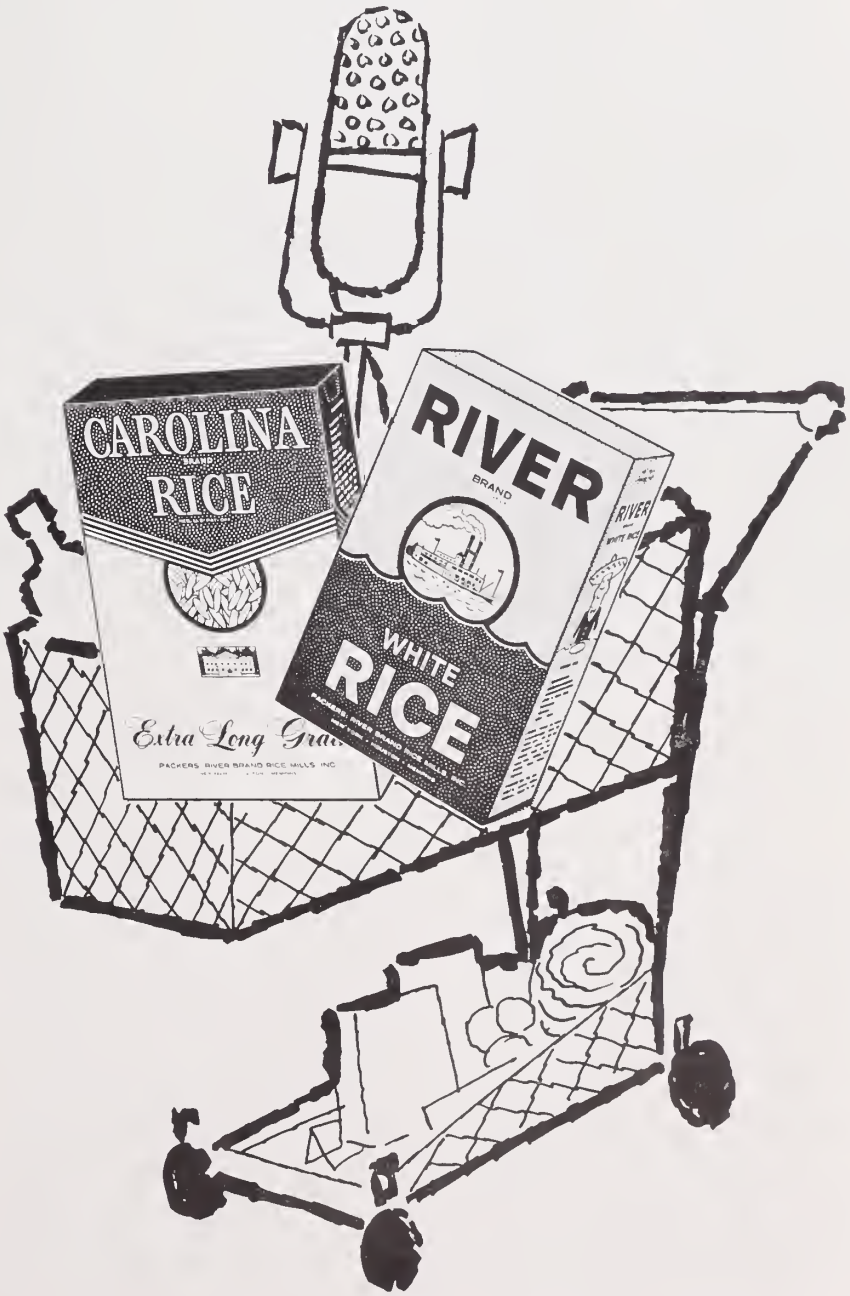
"The prime reason for Carolina's sales success has been the consistent heavy use of radio over these years," says A. B. Churchill, account supervisor for Donahue & Coe. "Though we use newspapers, magazines, television and car cards, the backbone of the campaign is radio. Our radio outlay is three times as great as all the other media expenditures combined." (It is estimated that the radio budget for 1960 is near the $500,000 mark.)

James Bergman Jr., senior vice president of River Brand Rice Mills Inc., says, "Our sales figures are far more eloquent than any praise I could give to radio. When you are distributing a low-cost, mass produced item such as our rice package, you want to sell through a low cost medium that will hit the greatest number of consumers.

"No other medium can touch radio's ability repeatedly to stand out among all the impressions constantly made upon the people, and still accomplish this feat so economically," says Mr. Bergman.

Carolina Brand Extra Long Grain Rice is the most popular of the four rice packages produced by River Brand Rice Mills Inc. The other packages are River Brand White Rice, a regular grain natural white rice; River Brand Natural Brown Rice, and Aunt Caroline par-cooked rice.

Since 1948 Carolina Brand Rice has kept its pretty sales figure with a steady diet of radio.



"When Carolina opened up in radio," says Samm S. Baker, the agency's account executive for River Brand, "the New York market was our first target. Since then, our market expansion has been cautious but steady. We are now firmly entrenched in the East, with continuous expansion in the Midwest and some new openings on the West Coast. Among the many key radio markets now using Carolina schedules are New York, Philadelphia, Chicago, Cleveland, Baltimore, New England, Washington and Puerto Rico."

The scheduling within these markets has shown a marked improvement too. To illustrate how the agency has maintained pace with industry changes, Mr. Baker points to a product improvement that brought about an additional flight for the summer: "Preparation of rice for the table used to be a lengthy and hot procedure. The housewife had to let the rice steep for 30 minutes before it could be served. With improved processing, she can now accomplish the task in half that time. This means that a rice meal does not have to be a cold weather specialty. Whereas we ran our spots only in the cooler seasons, we now carry a summertime flight as well, stressing the ease with which the food can be prepared. During this warm weather period we run on Saturdays and Sundays, too, especially at the hours when the family is likely to be returning from a trip to the beach or the country."

Three Flights Used

"Our three flights vary in length up to 13 weeks," says Marie Coleman, timebuyer for the River Brand account. "We kick off in early January with a 13-week cycle that carries us through the big Lenten season; then we pick up again around Decoration Day and carry beyond Labor Day. We come right in again with our fall cycle beginning late in September and running through the first week in December. Then a layoff for the holiday traffic until the first of the year when we resume with the flight that carries us through Lent."

Speaking of the radio strategy, past and present, Gerald Arthur, media director for Donahue & Coe, states that when Carolina Brand was introduced in 1912, the first objective was to build up sales in the New York market. "The agency decided that radio would provide the best coverage," he notes. "At first, the campaign was directed toward the Negro consumer, traditionally a heavy user of rice. As the Puerto Rican population of the city blossomed, we began scheduling spots on Spanish stations as well.

"As the increasingly popular Carolina jingle established itself," says Mr. Arthur, "we began placing our spots on personality programs on a rotating basis. The reason for this was that we wanted to reach the greatest possible number of separate households while keeping within our budget. We would run our schedule on one personality show (this would often be the station's leading disc jockey) for a few weeks and then shift to another "name" announcer who was likely to have a different following. This rotating system proved successful enough to warrant its continuance. Though we don't use network, we take local spots on network stations, especially adjacencies or local cutaways on such shows as the *Breakfast Club*."

When the shift to suburbia gained momentum, Carolina merely followed the trend. "Our object is to reach the young housewife who is looking for thrifty meals," Miss Coleman points out, "and at the same time wants to prepare an interesting fare. We usually run the suburban spots early to catch the news, school and road report listeners. In the city we try to air our announcements during the mid-morning period when the housewife is doing her cleaning and is beginning to think about the evening meal. We also use the evening driving times in order to catch the husband on the way home. The live tags often feature menu suggestions that will appeal to the men. We currently have schedules on 25 stations in the metropolitan area with a total weekly spot frequency of 200 on the city stations alone."

"When we established radio in New York," says Mr. Baker, "sales nearly tripled. By 1951 we led this market in rice sales. We then felt we were ready to extend our reach to other parts of the country.

"Carolina's market expansion has been cautious but steady. It is difficult to enter a new area because of the local and regional producers that are already firmly entrenched there. But when the underlying need for a national product is realized, and a solid distributorship has been established, Donahue & Coe begins its initial promotion. The first target is usually the Negro segment of the population (and/or the Spanish if it is warranted). When that portion of the market has been achieved, then the rest of the market is substantially covered.

Type of Station Sought

"We look for the solid, general appeal station that has a strong personality announcer," Mr. Baker states. "The distributor is alerted to have Carolina well stocked and openly displayed in the independent and chain groceries. Our saturation scheduling often results in a close working relationship with the stations who offer their merchandising facilities to promote the product. Shelf talkers that tie in with the commercial are a valuable aid to any campaign because they renew interest in the consumer who has received her first impression on radio and now has it strengthened at point-of-sale. The agency purposely strives for a close working relationship with the station in order to achieve maximum benefits in the areas of scheduling and merchandising."

Mr. Baker feels that rice, in its various forms, has a tremendously broad appeal. As noted earlier it is a traditional food for the Negro and Spanish peoples. This is largely due to its low cost, especially when purchased in bulk packages such as the popular three pound box that Carolina distributes. To higher income groups, rice has a specific appeal because of its versatility. "In the past few years," Mr. Baker says, "gourmet recipes have gained national recognition, especially in the Sunday supplements and the wom-

en's magazines, and rice is often one of the basic ingredients. In order to reach this substantial group we will place some of our spots on good music and even classical stations. At the opposite end of the rice spectrum there is the real delicacy, wild rice. Unpredictable as a vintage wine, the wild rice crop will vary in size each season and we must wait wait for a large crop before there can be any value at all in radio advertising. This year's crop was abundant enough to warrant some spot radio. We placed a small schedule on two New York stations, one a classical and the other a good music station.

"And yet, despite sound marketing strategy and careful planning," Mr. Baker points out, "we can't help but feel somewhat lucky to be blessed with a jingle that has been the backbone of Carolina's radio success since it was first heard 13 years ago."

The jingle utilizes the soft-sell approach. So, once it became well established the agency decided to add some variations. The first method was to alter the tempo. For the housewife, the classical touch was added; for Negro appeal, a Dixieland beat, and for the Spanish, the cha-cha-cha. A later variation on this approach was to have a fellow at a piano apparently improvise these three beats.

Ever ready to wax enthusiastic over the jingle, Mr. Baker says, "When we occasionally take the jingle off the air for a short respite, we invariably get letters of complaint from listeners—or perhaps you could call them fans—demanding that it be returned to radio. The disc jockeys like it, and will often give it a mention before they play the ET. In print ads and car cards, we combine product advertising with radio merchandising by displaying the jingle in an impressionistic reproduction of a musical bar simulating the score and lyrics.

"Now that the jingle is so well entrenched," says Mr. Baker, "and we have firmly established the Carolina image in our older markets, we are eager to promote a sister package known as River Brand, an inexpensive, regular grain rice. To accomplish this, we take 10 seconds of the Carolina jingle, use it as an ID with a 50-second live announcement delivered by a radio personality." This is an example of the new copy approach:

E. T. Carolina 10-Second Jingle Personality:

Serve the happiest meals to your family — luscious, low-cost "banquet dishes" — made with the famous RIVER BRAND Medium Rice, or Carolina Brand Extra Long Grain Rice, your best buys for nutrition, economy and flavor. They're the finest natural white rice, with that delicious RIVER BRAND and CAROLINA fresh natural flavor. You actually get up to three times as much rice —and for more nutrition— for your money! And what a difference in flavor! No flat, "pre-cooked" or "cooked out" taste when you use RIVER BRAND or CAROLINA Rice. They're wonderfully fluffy and naturally fresh-tasting every time. So quick and easy, too—fast as pre-packed combinations. And—you get up to three times as much rice— and far more nutrition— for your money! Look for simple, fast-cooking instructions and many delicious recipes on every box. This is one time when the best costs less! So don't forget — get RIVER BRAND Medium Grain or CAROLINA Extra Long Grain Rice—next time you're shopping.

Personalities are given several copy sheets similar to the one above, and are then encouraged to revise and deliver it in their own words using their own best selling styles.

Mr. Bergman notes, "Because our major competition produces a precooked rice that actually costs the consumer more per pound than does Carolina, we try to stress the 'natural flavor' and quality of the products, and the fact that the housewife will get up to three times as much rice . . . and nutrition, for her money."

Donahue & Coe personnel who handle the River Brand Rice Mills account, are shown examining research material that will enable them to keep abreast of the current market trends. Present are (l. to r.) Samm S. Baker, account executive; A. B. Churchill, account supervisor; Gerald T. Arthur, vice president in charge of media and River Brand Rice timebuyer, Marie Colemand.

On the subject of long and medium grain rice, Mr. Baker states, "The average American was at one time traditionally a short grain rice eater. But long grain rice gained its popularity during World War II when the military appropriated most of the available short grain rice for the troops. When short grain rice did return to the markets after the war, it would probably have resumed its former importance had it not been for the Carolina Extra Long Grain Rice campaign." • • •

Trends in Programming

Presiding at the RTES radio-only Round Table session will be Al Shepard (r.), member of the RTES board of governors, and Ed Reynolds, chairman of the Round Table committee.

RTES Round Table session on February 23 will feature second annual radio-only meeting; panelists will present changes and new developments in programming

Innovations and trends in radio programming will be featured at the Radio & Television Executives Society's second annual radio-only Round Table luncheon next month.

Date of the session is Thursday, February 23. Place: Hotel Roosevelt, New York.

In what is now an annual event, the RTES for the second year in a row will devote this monthly Round Table meeting to radio exclusively. This year's subject, "New Trends in Radio Programming," will deal with the forward strides radio is making at re-shaping programming content and format in cities across the country.

Many regard the programming developments in radio over the past year as among the most significant in recent memory. More effort and air time devoted to news; increased editorializing; better balance to music, and development of "talk" and information fare are among the many things that are happening.

The meeting will feature a panel of four key radio executives who will cover different aspects of programming.

The panel will comprise:

- Robert Hyland, general manager, KMOX St. Louis, who will deal with the station's afternoon "talk" concept which has achieved much recognition; he also is expected to comment on editorializing.
- Frank Gaither, general manager, WSB Atlanta, who will talk on the general concept of radio programming with particular emphasis on radio in the public interest.
- A representative of the Storer Broadcasting Co., who will explain the group's new "beautiful music" concept which it recently installed at three of its stations.
- Gordon McLendon, McLendon Stations, who will discuss changes in the popular music concept.

Presiding at the radio session will be Al Shepard, sales manager, Select Station Representatives and member of the RTES board of governors, and Ed Reynolds, assistant director of press information, CBS-TV, chairman of the Round Table Luncheon Committee. Mr. Shepard will moderate the panel session and Mr. Reynolds will introduce it.

RTES intends to make this year's session a dramatic experience. During lunch, each panelist will be able to play a five-to-eight-minute tape demonstrating the area of programming with which he is concerned.

Then, following lunch, eight minutes will be allotted to each participant to explain his views. After this, the discussion will be thrown open to the floor for questions. Any or all of the panelists will be permitted to answer the questions in true round table fashion.

Special mailings as well as personal calls by RTES members are expected to produce a heavy attendance of ad agency personnel.

"RTES believes that programming is the most important area in radio and the one that is undergoing great development," states Mr. Shepard. "This session will demonstrate radio's vitality, initiative and impact to advertisers and to the American public." • • •

question and answer

NAB LIBRARY

Q A

THE QUESTION: ***A New York or Chicago buyer can request copies of newspapers in outlying markets to judge framework for his ad. Similarly, he may watch network tv to learn of programming changes that occur in other markets. How can the buyer best keep up on programming changes in radio?***

Richard Olsen is a media supervisor with Doherty, Clifford, Steers & Shenfield, Inc., New York. He notes that sudden fluctuations in ratings often indicate a programming change. If a buyer can study the ratings for one year he can pick up trends. Listening to station tapes is best, he says.

RICHARD OLSEN ANSWERS:

There are many ways that a timebuyer here in New York can learn about program changes. Essentially they are: *a.* through the representative, *b.* from visiting station personnel, *c.* listening to tapes, *d.* sudden mushrooming ratings.

I am firmly convinced that local New York media men are extremely well informed. Often we are told of program changes before they actually occur, and occasionally far in advance of the kick-off date.

Of course, the most common method by which we timebuyers learn of radio program changes is through the representatives. Most stations keep their representatives abreast of program changes. Frequently these changes are instigated by the representative who finds his station not performing well enough to share the business going into the market. It is also true that if a programming formula proves successful in one market, usually representatives will suggest that the same change may prove successful in another market. Yet, generally speaking, most salesmen do a satisfactory job for their station by notifying the buyer of the latest program modifications, thereby enabling the buyer to do a more effective job.

'Station Men' Welcome

At DCS&S, the buyers are encouraged to see and speak with visiting "station men" when they are in town. This is an ideal method of getting first-hand information. Usually these station personnel (general managers, sales managers or commercial managers) bring with them the latest news of program revisions. The visitor will candidly appraise the change and the anticipated results that they expect.

It is also true that a buyer can learn valuable information about program changes by visiting station men from competitive stations. These competitors will give you the other side of the story plus their opinions about the change. With both of these appraisals the timebuyer will get a comprehensive picture.

Of course, the best manner to acquaint oneself with program revisions is to listen to them. Whenever possible we have our timebuyers listen to program tapes to learn what various program types sound like. Then, either by request or voluntarily, stations send us tapes of their programming and we all listen to the "new programming." When we buy radio we are purchasing sound, and by listening to a station's voice one can learn more than from listening to numerous pitches.

If a timebuyer has the opportunity to study the ratings in a market for at least one year, he can find trends. Then, if there is a sudden revolution in the ratings, or apparent wide fluctuations in the position of one station, the ensuing investigation usually turns up a program change.

I must admit that the most prudent radio buyers are those who have lived with radio for some time. It takes considerably longer to become a top flight radio man than it does in other media. Modern radio is intricate, and it possesses many facets all of which should be considered in making a purchase. Every radio station on the air today has a story to tell and has a minimum of one good selling point. In conclusion, the timebuyer who employs this combination of tools will remain informed of program changes. Again, I think the New York timebuyer is the best informed in the U. S. • • •

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

MAJOR GENERAL Bela Kiraly (r.), Co-Chairman of the Hungarian Freedom Fighters Federation, exhibits model of the Iron Curtain to Henry M. Schachte, executive vice president of Lever Bros., Inc., and coordinator of the Radio Free Europe Fund advertising campaign. The General spoke at a kick-off meeting of the 1961 nationwide campaign for RFE.

"WHOOPS!" Down goes Jackson Weaver on the ice at the Sheraton-Park Hotel in Washington, D. C. His not-too-helpful friend is Frank Hardin, the other half of the Hardin & Weaver comedy team of WMAL Washington. The hotel invited the pair of zanies to enliven the atmosphere at the recent opening of its new ice skating rink.

GENEROUS citizenry of Seattle saw their names in lights during the *Post-Intelligencer* Yule Fund. Station KOL offered the use of its moving letter sign to the newspaper so that Fund contributors could have the opportunity of seeing their names as they drove by.

JOE NIAGARA, disc jockey for KBIG Catalina, Calif., asked his listeners to send in the best of their worst Christmas ties. The results were horrendous . . . but good. Ties were then auctioned at a Cancer Clinic rummage sale.

A NEWS BROADCASTING conference sponsored by WSB Atlanta gave 100 high school news editors and their teachers the chance to learn the latest techniques in news broadcasting. Presiding were (l. to r.) Frank Gaither, manager of WSB radio, John E. Drewry of the University of Georgia School of Journalism, and Marcus Bartlett, manager of WSB TV.

THE LADY in the picture won the house cleaning services of these four KYW Cleveland deejays in a contest, "Why I'd like the KYW disc jockeys to clean my house." (L. to r.) Big Wilson, Ronnie Barrett, Tom Griffiths and Swingin' Sweeney.

EACH SATURDAY station KLIV San Jose, Calif., comes up with a new promotion stunt to publicize the station. The one pictured above was used during the Christmas holiday season. The man with the hat is Continuity Director Tom Winther and his friend in the swaddling clothes is announcer Larry Mitchell.

FORSAKING REINDEER for a more modern method of chimney hopping, Santa is about to embark on a tour of the WCAU Philadelphia area where he passed out candy and supermarket "coupon specials." Santa is being interviewed by Bob Kimmel of WCAU.

THANKS are given to Milton H. Klein (l.), general manager of KEWB Oakland, Calif., by Richard H. Baird of the Christian Broadcasting System. KEWB has donated the 1,000 watt transmitter shown to the religious broadcaster for use in Korean radio station.

U. S. RADIO

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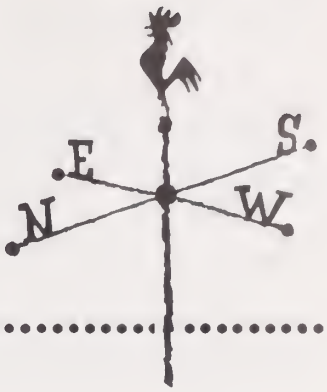


Qualitative Research Helps Establish Local Image

According to the latest figures from the Federal Communications Commission, there are 4,339 am and fm stations currently on the air. In keeping with the evolutionary process which radio has been undergoing in recent years, it appears safe to assume that each of these 4,339 radio stations is making a major effort to develop and improve its individual image. This applies both to the station's role as a medium of advertising and as a member of the community.

The roads which local stations have been travelling in their quest for a separate and distinct personality are many and varied. One of the most widely used tools is qualitative research. By employing this research technique stations have been able to check on the effectiveness of their programming, listening habits, a profile of audience characteristics and many other items of importance.

An indication of the scope of qualitative research can be seen in some of the special studies conducted for stations throughout the country by The Pulse, Inc., during 1960. Included among these research projects were audience shares by occupation of listeners, a qualitative news study, station and personality preferences, income level and family size of listeners, age and sex of listeners, radio habits and audience characteristics, and so on.

An example of the type of data that can be obtained from a qualitative research study is one conducted by Pulse in the Los Angeles area. The survey centered around three broad areas—station image, audience image and radio listening habits. To achieve these objectives, three sets of questions were used. These were:

A. Radio Listening Habits

1. Time spent listening to selected stations.
2. Automobile ownership.
3. Automobile usage, including purpose and age and sex of driver.
4. Time of day selected stations are listened to.
5. Person responsible for initial radio usage.

B. Station Image

1. Station preferred for news.
2. Station preferred for emergency announcements.
3. Station giving confidence in advertising.
4. Station playing music most liked.
5. Station preferred for retention.
6. Personality description of station.

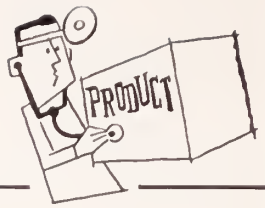
C. Station Audience Image

1. Ownership of pets.
2. Ownership vs. rental status.
3. Education.
4. Family income.
5. Age and sex.
6. Occupation.

The results of such a study can, obviously, provide a station with additional support for its sales arguments, uncover new sales approaches and indicate new areas for possible sales on both the local and national levels. For example, a station may discover that it has the audience with highest proportion of pets. Armed with this information, the station's salesmen could contact the pet shops and pet departments of the local department stores, kennels, and so on. On the national level, the station could see that its story is told to major advertisers of pet foods and simi-

(Cont'd on p. 50)

commercial clinic



Words Commonly Used in Copy May Have Low Emotional Impact

Aspiring copywriters take note: A good many of the "standard" advertising words, hallowed by years of advertising agency tradition and use, turn out to have relatively low emotional impact on housewife radio listeners, according to a recent survey by a Seattle radio station.

Some of the results are surprising. Among the low fun-content words are "saving," "economical," "rich," "generous," "sophisticated" and that old stand by, "magic." The word "instant" is a real clinker, the survey revealed. It evokes feelings of enjoyment in only 7.3 percent of the housewives.

Radio station KOL Seattle conducted the survey to help improve station written commercials. A printed questionnaire was sent to a random sample of women listeners who had been in contact with the station for some purpose. Of the 250 listeners polled, 138 filled out and returned the questionnaires. Answering housewives ranged in age from 19 to 69, with the average age 37.4 years.

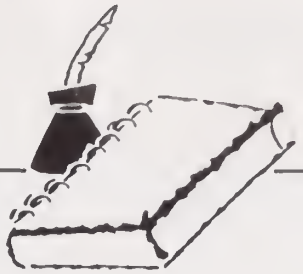
Topping the list are "rhythm," "excitement," "relax," "lovable," "alive." The word "color" rated relatively high. Specific color words meant "fun" to the housewives in this order: "Red," "green," "blue" and "yellow."

As a result of the survey, KOL has eliminated some words from general usage, and adopted others not used previously—dutifully following the dictates of housewives' fancies. • • •

Following is a partial list of the words in order of their preference:

Word	% Check
rhythm	69.6
excitement	65.2
relax	60.8
lovable	60.1
alive	59.4
variety	58.6
informal	56.5
company	55.0
tuneful	54.3
take part in	50.7
easy-going	47.1
tempo	47.1
fragrant	45.7
comfort	44.2
warm	43.5
fresh	42.7
after dinner	42.0
planning	40.5
smooth	40.5
on-the-go	39.9
color	39.9
bright	39.9
shopping	39.1
athletic	38.4
freedom	36.3
energetic	36.3
masculine	35.5
new	34.8
quiet	34.8
easy	34.8
stimulate	34.8
get things done	34.8
take it easy	34.0
emotion	34.0
bounce	34.0
cooling	31.9
impulse	31.2
satisfy	31.2
modern	29.0
feminine	28.3
exotic	27.6
familiar	26.8
sip	26.1
informative	25.4
curiosity	25.4
downtown	24.6
generous	23.9
smart	23.9
light	23.2
alert	23.2
but worth it	23.2
magic	22.4
rich	21.8
feeling	21.8
safety first	21.8
afternoon	21.0
hit	21.0
bargain	21.0
spending	20.3
helpful	20.3
fast	19.6
saucy	19.6
red	19.6
agile	18.8
dynamic	18.8
green	18.8
morning	18.1
blue	17.4
grownup	17.4
frivolous	16.7
hot	15.9
liberal	15.2
economical	14.5
sophisticated	13.8
important	13.0
first	13.0
swift	13.0
saving	13.0
purpose	12.3
strange	12.3

Station log



► **News:**

The concept of radio editorializing using the talents of either the station's staff, responsible citizens in the community or the listeners themselves has been gaining impetus in the past few months. Among the many stations reporting their addition of this feature to their programming is KQBY San Francisco. Sherwood R. Gordon, president of Gordon Broadcasting and owner of KQBY, delivers the editorials himself. He states "Our approach to editorializing is based on our belief that the broadcast medium has a responsibility to stimulate thought on matters of community concern."

WLOD Ft. Lauderdale has followed the trend by introducing its "Minitorials." KMOX St. Louis includes in its lineup a daily program entitled "Sounding Board," featuring different civic or business leaders who answer questions phoned in by listeners. A similar programming plan has been reported by WTOP Washington, entitled "Opinion Please." Volatile topics such as crowded court dockets, crowded hospitals and segregation have led to the creation of a one-hour broadcast series carried by station WMCA New York.

Radio editorialists have been honored recently with a number of awards. Reporter Dick Blumenshine of WOOD Grand Rapids was honored by the Radio and Television News Directors Association, according to the station, for presenting his editorial series "The Wasted World," a discussion of Grand Rapids' skid row. Another award winner for editorializing on the air was Carl de Suze, WBZ Boston. The New Hampshire Council on World Affairs awarded Mr. de Suze the Annual World Affairs Citation for his broadcasts on world affairs.

A continuous news service has been reported by WIS Columbia, S. C. The WIS "Radio Newsreel" service is produced in 15 minute blocks, each with five minutes of world news from NBC and 10 minutes of local news, sports and weather. Listeners can tune in anytime from 10 p.m. to midnight Monday through Friday and hear a newscast within 15 minutes.

► **Programming:**

A new idea in audience participation programming has gathered some momentum over the past few months as stations have picked up the "sing along" format.

Based on the "Sing Along" type of recordings made popular by Mitch Miller, the program depends on audience participation. Listeners who wish to participate send their names and phone numbers to the station. If they are called by the station and can sing the lyric to the recording on the air, they receive a prize.

WEBR Buffalo, one of the first stations to use the "sing along" format, devotes its entire programming structure to the theme. In the program's promotion, WEBR prepared a newspaper tabloid section that carried lyrics to 200 songs which listeners can use if and when they are called. Other promotion schemes include taped station ID promos by Mitch Miller and Les Paul and Mary Ford. Six "sing along" numbers are played on the air each hour.

WABC New York used the "sing along" format for two days; other stations applying the format to either programming or promotion are WMNI Columbus and WMIL Milwaukee.

► **Public Service:**

Four Chattanooga stations, WAPO, WDEF, WDOD and WDXB last month banded together for an "intra-city network program" to help sell Christmas seals. Disc jockeys programmed music alternately in 15-minute segments, using public service ET's and spots provided by the Hamilton County Tuberculosis Association. Transcriptions featured the voices of local people speaking for the drive. Fact sheets provided by the association listed such facts as "84 percent of the money collected stays here," and "you got your Christmas Seals in mail today . . . mail back tomorrow." Stations cut in and out of each segment with the cue "This is Intra City T.B. Network." • • •

CALIFORNIA BROADCASTERS ASSOC. elected new officers and directors at annual meeting held in Fresno. Back row (l. to r.): Ellsworth Peck, District 3 Director (KWIP Merced); William E. Goetze, outgoing president and ex-officio member of the 1961 Board (KFSD San Diego); Hugh Turner, District 2 Director (KTIM San Rafael); M. F. Woodling, District 1 Director (KHSL-TV Chico). Front (l. to r.): Alan Lisser, re-elected vice-president for radio (KWIZ Santa Ana); Joe Drilling, president (KJEO (TV) Fresno); and Louis S. Simon, the vice-president for television (KPIX San Francisco).

Homebuyers See Land Tracts From Helicopter Flight

The birds didn't have a thing on nearly 300 prospective homebuyers who toured a new homes tract as part of KFMB* San Diego's operation Bird's Eye View.

The homebuyers got a look at the community from the air, riding in a helicopter as part of a station promotion coupled with spots run by the builder, Berlin Construction Co.

In addition to the 300 air-borne visitors, an estimated 500 persons toured the homesite on the ground.

Montreal Station Aids IGA Promo to "Check" Response

Working with the independent grocer chain, IGA, station CJBS Montreal mailed out 320,000 numbered $50 checks throughout the station's coverage. Twice daily winning numbers were announced over the air, and the holder of a lucky check was asked to call the station within 30 minutes. To redeem the check, winners took them to their local IGA managers to have them stamped. IGA assisted in it's own promotion by carrying banners relating to the contest. Both the station and the grocer reported high response to the campaign that was booked directly by Guy Hudon, advertising manager for IGA.

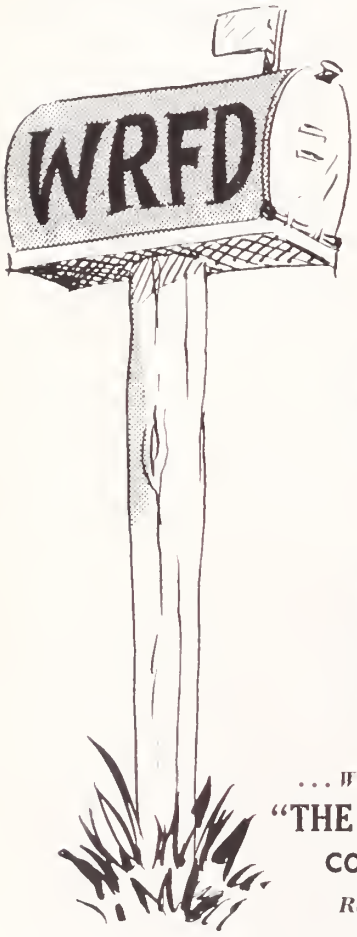
Free Movies Offer Mass Baby Sitting For Mothers

How can Mom get the kiddies off her hands while she does her Saturday afternoon shopping? In Palm Springs, Calif., she lets them attend free movies provided by KDES and a selected group of the station's sponsors. For the past five years, the KDES Kiddies Klub has been presenting free movies for children at the Palm Springs Theatre. Various public spirited local merchants make the tickets available to parents at their stores.

For this participation, the sponsor receives daily advertising on the theatre screen, announcements on KDES, periodic newspaper ads, a poster for his store and a new supply of tickets each week.

Ad Execs Are Feted By Twin Cities Station

Over $7,000 in prizes were distributed among the winners of an exclusive treasure hunt sponsored by KDWB Minneapolis-St. Paul. In this instance, the fortune hunters were comprised of media and agency executives from the Twin City area.



LEADS AGAIN!

DURING 1960 WRFD RAN MORE ADVERTISING FOR FARM PRODUCTS AND SERVICES THAN ANY OTHER OHIO STATION

Partial List of 1960 Advertisers

EQUIPMENT
International Harvester
Massey-Ferguson
Minneapolis-Moline
Ford Tractors
Speedy Manufacturing Co.
John Deere

FEEDS & SUPPLEMENTS
Allied Mills
Armidexan
McMillen Feed Mills
Moorman Manufacturing Co.
Murphy Products Co.
Oyster Shell Products Co.
Ful-O-Pep Feeds
Myzon, Inc.
Honnegger Mills

SEED & FERTILIZER
Funk "6" Hybrids
Davison Chemical Co.
DeKalb
Farm Bureau Co-op
Federal Chemical Co.
Sohio Chemical Co.
Spencer Chemical Co.
Allied Chemical
Northrup-King

ANIMAL HEALTH
Anchor Serum
Geigy Agricultural Chemical
Hess & Clark, Inc.
Dr. Salsbury Labs

PETROLEUM PRODUCTS
Sinclair
Standard Oil Co.
Sun Oil Co.
Ohio Oil Co.
Pure Oil Co.

MISCELLANEOUS
O-Con
Livestock of Omaha
Ohio Guernsey Breeders
Ohio Holstein Ass'n.
Ohio Rural Electric Coop Ass'n.
Ohio Wool Growers Ass'n.
Producers Livestock Ass'n.
Independent Livestock Ass'n.

. . . Why not join this group of satisfied advertisers?

"THE VOICE OF OHIO AGRICULTURE"

COLUMBUS - WORTHINGTON, OHIO

Represented by GILL-PERNA, INC.

The DIFFERENT Station

WRFD 880 on radio

Meeting at the Criterion Restaurant in St. Paul, 50 contestants were given their first clues that carried them on a wild chase through town, and even brought them to a haunted house where a "corpse" was discovered. When the course was completed, a drawing was held among the four members of the winning team. The grand prize went to Art Lincoln of the Bolin-Smith Agency in Minneapolis, who received an am-fm combination stereo and tv set. Other prizes included stereo sets, cultured pearls, wrist watches, cameras and transistor radios. Afterwards, the hungry hunters were provided a dinner and a program emceed by Don French, KDWB's Program Director.

Radio Contest Improves Department Store Sales

There were 5,000 entries in the recent Brandeis $1,000 Christmas Contest on KBON Omaha. Brandeis, a large Omaha department store, reportedly moved a great deal of merchandise in the final Christmas shopping weeks as a result of the contest. The object of the game was to identify a mystery object. In the two weeks that the contest ran, 28 clues were given. Clue announcements totaled nearly 250; and 500 promotional announcements were also aired.

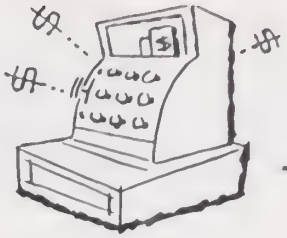
Contest For Retailers Helps Promote New Candy Bar

In support of a ten-a-day, six-week saturation schedule to introduce a strawberry flavored candy bar made by Cadbury, CFPL* London, Canada, set up a "Mystery Shopper Promotion" designed to gain attention of retailers in the city. The "mystery" shopper was sent into the stores to ask for candy. When the clerk recommended the Cadbury Strawberry Bar, he was awarded four silver dollars. If the store featured CPFL radio display tie-ins, and had a radio tuned into the station, the clerk would receive additional silver dollars. By the end of the second week, 75 percent of London's candy counters were featuring the Cadbury bar, the station reports. • • •

* Denotes stations that are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



FURRIER

Unable to obtain spot time for a weekend "unexpected sale," Holt-Renfrew, Furriers, of London, Ontario, purchased a four-hour remote from station CFPL. The remote was scheduled from 10 am to 2 pm on a Thursday and Friday. The results, said the store manager, were "phenomenally high for the fur business." The radio remote resulted in the sale of 50 coats, jackets and stoles, ranging in price from $100 to $1,000.

REAL ESTATE

The cost of a six-hour remote, plus 72 one-minute spots, resulted in the sale of at least eight homes at the opening of the new Shamrock Homes sub-division of Bismark, N. D. The station providing this high-result program was KBOM. Lyle Porter, the real estate agent, was so pleased with the results of the radio response that he submitted a testimonial letter to KBOM stating that during the two day ceremonies, over 10,000 persons attended the opening. Cost of campaign was $458.

OIL COMPANY

When KAPE San Antonio contracted for a Conoco Oil Company campaign, the station promised to bring in 2500 customers. After a six-week schedule was completed, the response had nearly quadrupled the original estimate, the station reports. As an incentive to buy Conoco gas, listeners who purchased 10 or more gallons were entitled to receive a thermos jug at a special price of 99 cents. According to the station, more than 9,000 jugs were sold during this radio-only promotion.

CLOTHING CHAIN

When the Richman Brothers clothing store ran a close-out sale, because they had lost their lease, they turned to station KMEO Omaha to promote the end of the sale. Purchasing a 100 spot saturation package at a cost of $400, the store did more business on the first day of the radio promotion than on any previous day of the entire sale, the station reports. Until radio entered the campaign, only newspaper advertising had been used.

WJDX 1 in FARM

PROGRAMS in MISSISSIPPI...

WJDX has the only full-time radio farm department in Mississippi. *Howard Langfitt and Forrest Cox, NATRFD accredited members, broadcast 6 hours, 35 minutes weekly.*

WJ DX First in Nielsen, Pulse Area Surveys

5 kw Day, 1 kw Night

radio 620

JACKSON, MISSISSIPPI

See Hollingbery

report from RAB

Quiz on Some Important Facts About Radio

In the business of buying or selling radio time, it's important to know all you can about your product. As an informal barometer of your own knowledge, take a minute out for this brief quiz on some pertinent facts about radio.

Some of the questions are based upon information contained in "Radio Facts Pocketpiece," a guide to the latest in radio's dimension, prepared by the Radio Advertising Bureau. You can request a copy of this booklet by writing to Radio Advertising Bureau, 460 Park Ave., New York 17, N. Y.

Radio Questions

(1) Radio is the advertising medium which most closely approaches complete saturation of the nation's homes. According to RAB's 1960 estimate, how many million working order radio sets are there in the U. S.?
100 ☐ 146.2 ☐ 156.4 ☐ 181 ☐

(2) Recently, RAB estimated that 1960 would be the biggest year ever of radio set sales. The Bureau estimated radio set sales at better than 20 million, toppling a record set some years ago. The old record was made in:
1935 ☐ 1946 ☐ 1958 ☐ 1952 ☐

(3) Radio constantly rates as the number one "necessary accessory" for automobiles. According to the latest RAB estimate, how many millions of cars are radio equipped?
36.2 ☐ 38 ☐ 40.0 ☐ 41.6 ☐

(4) People rely upon radios in bedrooms to wake them in the morning, with music, news, time checks, weather reports. How many families have at least one radio in their bedrooms?
50% ☐ 66% ☐ 75% ☐ 90% ☐

(5) Housewives are a force in most product purchases, and radio commands a large, faithful female audience. Housewives, for example, listen to radio every week a total of
10 hours, 20 minutes ☐
12 hours, 9 minutes ☐
16 hours, 46 minutes ☐

(6) Japanese transistor sets are becoming more popular all the time. In 1959, how many of these compact radios were sold in the U. S.?
3 million ☐ 4 million ☐ 5 million ☐

(7) Many of the nation's leading advertisers invest heavily in spot radio sponsorship. In 1959, which of the following advertisers *was not* a heavy spot advertiser?
Ford ☐ R. J. Reynolds ☐
Chrysler ☐ Hershey Choc. ☐

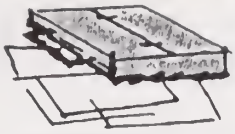
(8) Which medium attracts more adults—the people with the buying power—during the daytime?
Radio ☐ Tv ☐ Skywriting ☐

(9) "The radio says its going to rain," is a phrase commonly echoed by disappointed picnickers. But actually how many people do turn to their radio sets to learn what the day's weather will be?
10% ☐ 50.5% ☐ 55.5% ☐ 65.5% ☐

(10) One of the world's largest ad agencies did a study of media costs. Radio was by far the most economical medium. The agency discovered that with radio it cost $1.09 to reach 1,000 adults. What does it cost to reach the same 1,000 adults with newspapers?
$4 ☐ $6 ☐ $8 ☐ $10 ☐

The answers to RAB's quiz: (1) 156.4 million; (2) 1946; (3) 40.4 million; (4) 66%; (5) 16 hours, 46 minutes; (6) 4 million; (7) Hershey; (8) Radio; (9) 55.5%; (10) $10.

report from representatives



Advertisers Eager for More Calls from Representatives

Why is it that the national spot radio medium, despite outstanding cost efficiency advantages and a proven selling force, is sometimes bypassed for other media?

Long asked and often unanswered, the question was recently put to executives of the top 120 advertisers headquartering in New York by Trendex Inc., in a study for Broadcast Time Sales Inc., New York. Carl Schuele, BTS president, outlined a plan to improve selling, based on the survey's results.

Major revelations of the survey are these: National radio salesmen are not making enough calls on the client level; those who have made calls are making only fair impressions, generally speaking; clients would be willing to hear more often from radio salesmen with creative ideas.

Here are seven questions that Trendex asked, with summaries of the responses:

1. *Have you had any spot radio presentations (not informal pitches) lately?*

Some 42.8 percent answered "no," with many indicating they never had contact with radio salesmen.

2. *Have the radio salesmen made as convincing presentations as print and tv men?*

Voting in the affirmative were 57.2 percent of the respondents, as against 21.4 percent who replied "no."

3. *Are tv and print salesmen outselling spot radio salesmen?*

At least 48.1 percent replied "yes," while 18.5 percent said "no." One executive summed it up with the words, "We see more print people. It does not necessarily mean they outsell tv or radio people." Another commented that "When radio people *do* show up, they can be quite convincing."

4. *Does today's programming have a bearing on radio's national sales?*

A lopsided 57.7 percent of the respondents thought that it did, against 19.2 percent who held the opposite view.

5. *Do advertising agencies "short change" radio?*

Only 38.8 percent of advertisers felt that this was true, compared to 57.7 percent who believed the opposite. However, of those who replied in the affirmative, many felt strongly that agencies designate too small a role to radio.

6. *Are you willing to devote time for presentations on what today's spot radio has to offer your product?*

A strong majority of 80.8 percent said they would, against 19.2 percent who would refuse. One executive commented that "It would not hurt if radio salesmen came around with valid research findings that proved they have been successful selling products like ours."

7. *What have been your chief gripes about radio?*

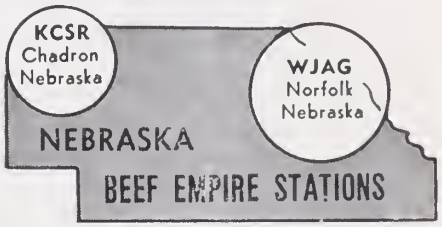
Advertisers pointed to rates, research, lack of consistency as to billing being local or national. Some pointed out that radio does not offer enough product separation, according to the survey. Others replied that radio cannot be used properly to reach a specific audience.

Study Points Way

"Such comments as these," said Mr. Schuele, "prove that spot radio has failed to put over a number of the medium's basic advantages and sales points. "This survey points the way for the spot radio industry to triple its billings," he summarized. "But this can come about only if all national sellers adopt a comprehensive program to plug the holes revealed by this survey." • • •

WJAG-KCSR
Covering Nebraska's Rich Beef Empire

Where Agri-Business is Big Business



WJAG

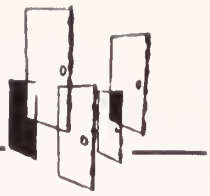
1000 w.-780 K.C.
Independent farm voice NE Nebraska since 1922. 29-county (NCS) market-$498,675,000 Consumer Spendable Income — Retail Sales $424,447,000—124,740 radio homes — 42% more listeners.

KCSR

Chadron, Nebraska, "Beef Empire" market — $411,-870,000 Consumer Spendable Income — $297,120-000 Retail Sales — 70,540 radio homes. Commands 22% to 56% more "unduplicated homes."

Represented Nationally By
WALKER-RAWALT CO.
New York — Chicago — Boston
Kansas City — Los Angeles

report from agencies



Agency Teams Up with Sound Medium on Public Service Campaigns

Agency cooperation in the area of public service broadcasting is well exemplified by the Ted Bates & Co. volunteer participation in the Radio Free Europe campaign. The agency works hand-in-hand with The Advertising Council, organizer of the RFE and similar campaigns.

"Since RFE itself is a broadcast operation," says Allen Patterson, a Bates vice president and head of the agency RFE task force, "radio is one of the most important media for disseminating information on its activities."

The basic operation follows the general pattern applied to any client with the exception that there is, of course, no fee involved. The campaign is developed by Jeremy Fury and Norman Metcalf copywriters in the Bates creative department. Patterson then submits the plans to the Advertising Council and RFE for approval. When this is accomplished he turns the format over to the radio-tv production department which prepares RFE Radio Kits containing spot copy for 15 one-minute, 20-second, 10-second and two three-minute spots, plus a radio fact sheet of general information on the campaign.

Transcriptions and tapes are prepared from recordings of well known personages such as Benny Goodman and Eleanor Roosevelt, endorsing RFE. Once the production is completed, the Ad Council assumes the task of distributing the packages to every radio station in the country.

"Our work load reaches its peak in the summer and fall," continues Mr. Patterson. "At this time we research and create our copy platform. In 1958, I spent a month in Europe inspecting RFE installations in order to gather material for our next campaign. This year, our chief source of copy came from no less a PR man than Nikita Khrushchev. His antics at the UN this past summer proved to be excellent source material. In fact our lead phrase *"Your grandchildren will grow up under communism!"* is a direct quote from the Premier. Since we began servicing this account three years ago, our copy approach has remained unchanged, but we have varied the slant each year. The basic aim is to educate the American people, in their own self-interest, to the needs of the oppressed nations behind the iron curtain. The need for an understanding of freedom and democracy.

"Our campaign then offers answers to these three questions: "What is it? . . . Does it work? . . . What is it's significance? The slant will vary in order to point up the various techniques applied by one side or the other in the cold war. Last year we broadcast letters from RFE listeners and exhibited posters of the fight against communist propaganda; this year we utilized the Khrushchev speeches. But in every instance we try to impress upon the American public that RFE can only exist through dollar support."

In its annual report, the Advertising Council points out that their 13 major campaigns over the past year were fully supported by broadcasters and their advertisers who contributed their time and talent to the worthy causes. (A few of the Council's campaigns are: Better Schools, Red Cross, Mental Health, Savings Bonds.) Over a billion and a half radio home impressions were made for these and other causes, according to the A. C. Neilsen Company.

John M. Lyden, vice chairman of the board for Bates says, "The American people too often take their own free radio for granted. They are unaware that many areas do not have this same privilege, but our campaign can bring home this point through the combined efforts of network and local broadcasters." • • •

HOMETOWN (Cont'd from p. 43)

lar items. To provide a better "climate," the station might also consider inserting some programming into its schedule that would appeal directly to this segment of its audience.

On the subject of programming, more and more stations are modifying or completely changing their formats. Qualitative research has been helping to check on the results of these changes, and indicate areas that might require additional change or study. An example of this type of research is a survey conducted by Pulse for a station in Seattle that had changed its format. The study was designed, in part, to show the likes and dislikes of the respondents according to sex.

The results showed that, in general, the format had greater appeal to males than females. For example, 16.2 percent of the males said they like the station's personalities while only 6.3 percent of the females expressed the same opinion; 16.7 percent of the males liked the news or weather programs, and 12.6 percent of the females. It is interesting to note, however, that only 3.8 percent of the males said they liked the general programming, while 4.9 percent of the females held a similar opinion.

Additional Light Shed

A recent Pulse study in Philadelphia throws additional light on the kind of data that can be developed to provide a complete picture of a radio station's image. For example, the study brought out some revealing facts about the radio audience in terms of expenditures for food and groceries.

According to the survey, only 19 percent of one station's audience spent less than $21 per week for food. However, this same station showed that 50 percent of its audience spent $30 to $35 per week for food and groceries — nine percent above the average—and 9.8 percent spent $40 or over—almost two percent above the average. This information could be of considerable interest to grocery chains and advertisers of food products.

In this same category, the survey showed that the station with the highest percentage of listeners spend-

ing from $30 to over $40 a week for food and groceries showed up fifth (out of a list of six) among radio stations listened to in the past 24 hours. It can be seen, therefore, that there are many ways to interpret a station's comparative standing. In the case of this particular station, additional proof that it appealed to a particular segment of the audience was found in the data on family income. This station, the survey showed, had 13.3 percent of listeners with a family income of $10,000 and over. This compared to the average of 7.4 percent for all stations.

Specialized markets is another area which has been making use of qualitative studies to help define and broaden its scope. In addition to such obvious special interest markets, such as Negro, foreign language, farm and others, research is being done to shed more light on the elements that make up such groups as the country-western music audience.

Purchasing Habits

A Pulse study in this area provided some insight into the purchasing habits of this group. The survey showed that 65.4 percent of the families responding smoke, and that Winston was the favorite filter brand, and Pall Mall the non-filter favorite. It was interesting that 73 percent of the respondents did not serve beer or ale in their home. In other product categories, the study showed that 71 percent of the country-western music families served regular coffee; 55 percent used instant coffee; 69 percent served tea.

In the important area of family income, the study revealed that over 31 percent earned $3,000 to $4,999; over 34 percent had incomes of $5,000 to $7,499, and almost nine percent earned $7,500 to $9,999.

As can be seen from this partial review, qualitative research can and is uncovering new dimensions to the radio picture. This applies to a station in selling itself to the public and advertisers, and to advertisers seeking more effective and economical ways and means of reaching his potential customers. • • •

report on FM

Grace Lines Moves Travelers On Board with Heavy Fm Campaign

(For full details see U. S. FM, p. 3)

Fm has attracted a long list of national advertisers in the travel category. Among them are Pan American Airlines, Simmons Tours, and British Overseas Airways. One of the heaviest purchasers of the medium from the travel business is Grace Lines, Inc., New York, which broadcasts in 25 cities for its passenger cruises.

Grace Lines will start its second year on the fm airways this spring with a 15-week campaign to seek spring and summer travelers. Another campaign will follow in the fall, beginning in September for 13 weeks.

"Our investment for 1961 represents an outgrowth of what began as a trial of the medium last spring," according to Frederic P. Sands, who directs the company's advertising. "We started then with programs on WQXR and the QXR Network stations," he said. "By the time the fall campaign was ready to start, we had added more fm stations, bringing the total to 25 stations."

The company advertises on a seasonal basis in order to accommodate travel cycles. For instance, the spring campaign develops summer business, which is traditionally larger than winter tourist activity. For that reason, the campaign is longer than the fall program.

For the spring campaign coming up in March, April and May, the station and market lineup will follow the pattern set last fall. In addition to the QXR stations, Grace will use WKJF Pittsburgh, WFMF Chicago, WJBR Wilmington, WGHF Brookfield, Conn., and WLOB Cleveland. All of these stations, except WFMF, fall into what Mr. Sands calls Grace's "primary" market area.

"Our primary market area includes points that are one day's traveling distance from New York by car or train. States in this area are New York, Connecticut, New Jersey, Pennsylvania, Rhode Island, Massachusetts, Maryland, District of Columbia, northern Virginia and eastern Ohio, including Cleveland. Sixty-five percent of our cruise business comes from people living in this region."

On each station the company sponsors at least one half-hour program per week. On one station Grace buys two programs, and on others there are six one-minute spots a week in addition to the program.

In relating his company's enthusiasm for fm, Mr. Sands recalls an early promotion on WQXR. "We offered a kit of travel literature, 'Caribbean Vacationlands,' to listeners who would write in. In two weeks there were 1,000 requests. We had to discontinue the offer because we were running out of booklets."

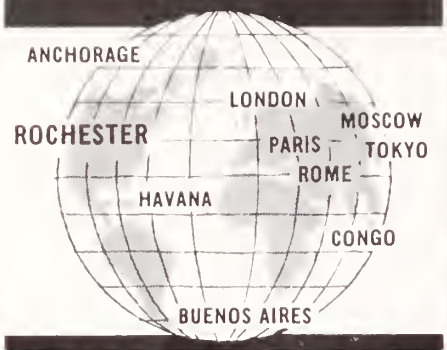
Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands points out. "It has greater selectivity than other media and enables us to reach a prestige audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "Fm has the additional value of giving us a chance to concentrate our advertising toward a specific audience in our primary market area."

As time goes by, Mr. Sands points out, the fm advertising may be expanded to cities beside Chicago outside the primary market. Detroit is a possibility, as well as stations in Florida. • • •

WVET Radio



ROCHESTER, N.Y.

ONLY SECONDS AWAY FROM ANY NEWS CENTER ON FACE OF THE GLOBE

WITH COMPLETE NBC NEWS COVERAGE

WVET-RADIO—ROCHESTER 4, N. Y.
National Representative
Robert E. Eastman & Co., Inc.

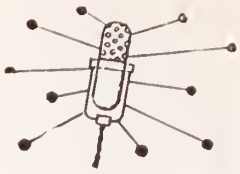
Cuisine Exquise . . . Dans
Une Atmosphère Élégante

RESTAURANT
VOISIN

575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel: TEmpleton 8-6490

report from networks



► NBC:

A combined public service campaign incorporating the joint efforts of NBC and the National Automobile Dealers Association is now being broadcast on *Monitor*.

The announcements, 10 a week, emphasize highway and driver safety, and were produced under the auspices of NADA, a national trade organization of 22,000 franchised new car and truck dealers.

Member dealers in each city work with NBC stations to increase audience as well as local sales. Dealers pre-set pushbutton radios on new cars to the frequency of the local NBC outlet.

In other activity at the network, officials are exploring the possibility of extending its network radio service around the clock. In announcing the plan, Robert W. Sarnoff, chairman of the board, commented "One growing market that we are not reaching on the network level consists of night workers and early risers. These are the people whose cars account for the steady increase in automobile traffic through the night."

Another reason for extension of service from the present 18 hours to a full 24 hours is the coast-to-coast time differential, which shortens the night on a national basis and makes more listeners available. "For example," Mr. Sarnoff said, "a network news broadcast for those who stay up late at night in Los Angeles can also serve the pre-dawn risers in New York."

► ABC:

Four new sponsorships for "Weekday News" on ABC were announced recently by Robert R. Pauley, ABC vice president in charge of the radio network.

Mr. Pauley also reported one new order and one renewal for "Paul Harvey News," and three renewals for the Pacific coast regional "Cliff Engel News."

The four new "Weekday News" orders were placed by Ex Lax (Warwick & Legler), Pharmaco Inc. (N. W. Ayer & Son), Philip Morris Inc. (Leo Burnett) and Vitamin Corp. of America (Dunnan & Jeffrey).

A new order for "Paul Harvey News" was placed by Hastings Manufacturing Co. through Bozell & Jacobs Inc., and a renewal was signed by Bankers Life & Casualty Co. through Phillips and Cherbo Inc.

The three renewals for "Cliff Engel News" were placed by Lyon Van & Storage Co. through Smally & Smith Inc.; Signal Oil Company through Barton A. Stebbins Advertising; and Whitehall Laboratories, Division of American Home Products Corporation through Ted Bates & Co.

Two new affiliates, KRKS Ridgecrest, Calif., and KMYC Marysville, Calif., bring the total number of ABC stations to 336.

► CBS:

CBS reports over 50 percent sponsorship lined up for its special information features, which are important parts of network programming supplanting the now defunct serials. The programs are five-minute featurettes broadcast on the half-hour for station use whenever local programming permits.

Among new business and renewal of contracts for 1961 business are Curtis Circulation Co., Meredith Publishing, Grove Laboratories, Mentholatum Co., Sylvania, Tetley Tea, Standard Laboratories, Foster-Milburn, Philip Morris (for Commander).

► MBS:

Reflecting on Mutual's changeover to a basic formula of news, sports and public service three years ago, network President Robert F. Hurleigh recently cited the "repeating customer theory" as a factor in the change.

In a recent article in Mutual's newsletter, Mr. Hurleigh commented that "the repeating customer theory applies in the business of operating a network just as it does in other enterprises." • • •

report from Canada

BBG Radio Hearing Creates Consternation and Confusion

The Board of Broadcast Governors' public hearing held last month in Ottawa "wasn't too helpful," according to Carlyle Allison, vice-chairman of the BBG. "We had intended this preliminary meeting to be an examination for the possible discovery of day programming deficiencies in the broadcasting field. The hearing was not called to create the alarmed confusion that resulted."

As previously reported in this column (U. S. RADIO Nov. 1960), the BBG is primarily seeking opinions on three problem areas that have developed in the past few years: (a) instances of unsatisfactory programming, often in the area of station promotion, (b) lack of diversity in the existing programming and (c) inadequate dispersal of advertising messages during the broadcast period.

The meeting itself was attended by various major groups either directly or indirectly involved in broadcasting. Key group among these was the Canadian Association of Broadcasters, spokesman for the independently operated stations throughout the country. Among the other groups attending were the Canadian Council of Authors and Artists, the Canadian Broadcasting Corporation, the Women's Institute, and the Canadian Federation of Agriculture. Independent station managers were also in attendance.

As the BBG representatives asked for opinions on the various problem areas, the CAB and station personnel indicated concern that government regulations would become so severe that the stations would suffer economically. Specifically, the objections were to any possible curtailment of giveaway contests and similar forms of station promotion; to restrictions on certain types of programming, and to the "bunching" of commercials in order to eliminate "choppy" programming.

In the course of the hearings, the independent stations underwent severe criticism from several groups, especially the CBC and the Council of Authors and Artists. In general, the criticism was that programming was irresponsible and not in the public interset.

The CAB reply was that stations program according to public approbation and economic necessities as they are felt in the station's immediate locale. Any additional regulation, according to the CAB, would only lead to "stereotyped and inflexible radio patterns."

"It was a real disappointment to us," Mr. Allison says, "that the purpose of the meeting was misinterpreted. This was only the first of several such meetings wherein the programming subject will be aired. The BBG will attend the CAB convention in Vancouver in March, at which time we will again go over the issues. Then in April we will have another hearing that I hope will prove more productive, for it is out of this meeting that we will arrive at the decision on any new regulation to be imposed.

"At this point," he notes, "we have no notion at all of what the regulations will be. It is certainly not our desire to hamper the financial structure of the stations.

"Now that the air has cleared, all parties concerned realize that the purpose of the first hearing was distorted at the time. They are now ready to examine the issues more clearly, and to come up with solutions that will prove agreeable to both sides." • • •

KFAL RADIO

FULTON, MISSOURI

Dominant Farm Radio Service

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

A tip to Timebuyers—

. . . There is a big prosperous Market a-way out in Missouri. New Industries coming in to KFAL-Land, bigger payrolls. More folding green in thousands of well-worn wallets. More telephones, More radios, More new homes, increasing populations in Central Missouri towns, More new cars, More of all the things that big manufacturers hope to sell . . . sell . . . SELL! That's what KFAL has—SELL!

. . . and "Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on
BIG 5,000-WATT
WFHR
WISCONSIN RAPIDS
with full time studios in
MARSHFIELD AND STEVENS POINT
BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service
WFHR
WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
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radio research

East and West Coast Studies Show Changes in Spanish, Negro Audiences

Studies of two specialized audiences, the Negro audience in San Francisco and the Spanish audience in New York, have recently turned up some interesting facts about these groups.

A significant fact about Spanish-speaking listeners in New York is that they spend nearly twice as many hours (8.4) per day listening to radio as other listeners (3.5 hours). This information was revealed by a study conducted for WWRL New York by Audience Analysts, Bala Cynwyd, Pa.

"The language barrier eliminates many forms of entertainment for the Spanish-speaking person, and radio is basic in their lives as both a source of information and entertainment," commented Selvin Donneson, vice president in charge of sales, WWRL.

Spanish-speaking homes have an average of two radio sets per home, and 21 percent have three sets or more, the survey indicates. Ninety percent of Spanish-speaking homes report one or more persons currently employed, and 42.5 percent have two or more employed. The average family unit consists of 4.8 persons.

"This is significant," Mr. Donneson says, "because it explains how Spanish-speaking families can afford to buy the best products. Admittedly, individual income is lower, but family income is higher." And, he pointed out, "Advertisers get greater efficiency and deeper penetration from their sales messages, which makes the Spanish market a natural for radio."

Music, stories and news make up the program preferences of Spanish-speaking listeners. Sports shows rate high, but rock 'n' roll music rates last, the survey revealed.

Negro Study

As for the Negro market study in the San Francisco-Oakland metropolitan area, it was revealed that products advertised on radio in the past two years have risen in consumer preference. For example, Clabber Girl Baking Powder has increased 13 percent in consumer use and Blue Seal Bread has increased 33 percent; however, Kilpatrick's Bread has dropped 16.7 percent and has not used radio advertising. Carnation Milk has increased 17 percent, whereas Borden's Milk has dropped 39 percent. Several name beers that joined Negro radio advertising from 1958 to 1960 have increased in Negro consumption.

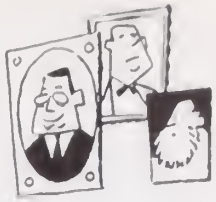
Negro population for the San Francisco-Oakland Bay area has increased from 200,000 to 300,000 since 1958, according to the report, which was conducted for KSAN San Francisco by Far West Surveys. The survey is the second prepared for KSAN on the Negro market. The first study was made in 1958.

The educational level of the Negro in the San Francisco area rose considerably during the same period. Those completing high school have increased by 20 percent. Those having attended some college have increased 35.3 percent, according to the study.

In the field of occupation, the unskilled labor force has reduced 36.2 percent, while the skilled labor force represented by unions has increased 20.5 percent. Professional occupations increased 136 percent, and government employees rose 49 percent, the study reveals.

Morning and evening listening audiences continue to dominate the listening habits of the Negro in the Bay Area, the report indicated. Morning hours from 6 to 9 a.m. represent 43.9 percent of the listening audience. Evening hours from 6 to 9 p.m. registered the second largest audience, with 37.8 percent tuned in during the three hour stretch, it is reported. • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Andrew F. H. Armstrong, formerly with Leo Burnett Chicago has joined Compton New York as v.p. and creative director. Additions to Compton board of directors: **Frank Kemp,** head of media department and **Lewis Titterton,** director of radio and tv sales programming. Agency's Los Angeles office appointed **William Chalmers** v.p. and account supervisor; he was formerly with Fletcher Richards, Calkins & Holden, N. Y. **Tom Lowey,** account executive, formerly with Hoffman Electronics Corp., and **Burnell Grossman,** a radio-tv supervisor, formerly with Filmrite Assoc., also joined Compton in L. A.

Stephen Zimmerman, formerly with Lever Bros., joined Lennen & Newell New York as account executive for Best Foods.

Thomas W. Jipson of D. P. Brother Detroit appointed account executive for AC Spark Plug.

Dave Nathan, director of radio-tv for Curtis Advertising New York promoted to v.p.

Gerald A. Brown, previously with Foote, Cone & Belding Los Angeles joined Los Angeles office of Kenyon & Eckhardt as creative director.

William Gebhardt joined Hicks & Greist New York as account executive, formerly with Bearden-Thompson-Frankel Atlanta.

STATIONS

Don Waterman, previously executive v.p. at Bob Dore New York moved to WNBC sales department.

James McQuade appointed sales service manager for WCBS New York. Previously with CBS network operations.

James W. Grau from WABC New York sales and promotion to WNEW as promotion and advertising manager.

William B. Decker previously manager of WMAQ Chicago moved to KNBC San Francisco as general manager.

Gene D'Angelo promoted from sales manager to station manager of WTVN Columbus, O.

Joseph R. Fife, general manager of KYOK Houston, designated v.p. of OK group.

Lee Gorman of Gotham Broadcasting promoted to general sales manager of WINS New York.

Jerry Friedman appointed national sales manager for Gordon Broadcasting; **Dwight Case** named sales manager of KOBY San Francisco. **Charles A. Black,** Gordon's executive v.p., appointed general manager of KOBY.

Earl Steil promoted to sales manager of WJJD Chicago.

Herb Schorr, formerly general sales manager of WHAT Philadelphia, moved to WDAS as national sales manager.

Jerry Maloney, previously commercial manager for WTRC Elkhart Ind., promoted to station manager.

Theodore C. Streidbert, previously director of U. S. Information Agency, joined Time Inc. as v.p. and general manager of WTCN Minneapolis.

James F. Simons designated station manager of KFWB Los Angeles, from position of station's general manager.

Paul Battisti, previously with KBIS Bakersfield, Calif., appointed general manager, KAFY.

REPRESENTATIVES

Emmett Heerdt and **Jerry Gibson** join the New York sales staff of John Blair. Heerdt was formerly with CBS Spot Sales, and Gibson with Robert E. Eastman.

Robert Dwyer of Blair assigned to the staff of Blair Group Plan New York.

Timothy John McCanty, formerly with General Outdoor Advertising, Chicago, appointed to Chicago radio division of Edward Petry.

William K. Burton replaces **Frank L. Boyle** as manager of Detroit office for Robert E. Eastman. Burton previously with National Advertising Co. Boyle moves to Eastman's New York office.

Daniel Denenholz, v.p. and director of research and promotion for Katz New York elected secretary of company. **Stanley Reulman,** manager of San Francisco office, elected v.p.

Peter P. Theg appointed executive v.p. of Broadcast Time Sales New York.

Ronald M. Gilbert, former national sales manager for WWJ Detroit, appointed account executive with CBS Radio Spot Sales New York.

NETWORKS

Roger O'Connor, formerly with Mutual's sales staff New York, joined CBS as an account executive. **Joe Charles Friedman,** CBS copywriter, promoted to assistant manager of program promotion and merchandising.

Jack H. Mann, ABC national director of sales development and program coordination, assigned extra duties of national director of research, advertising, promotion.

INDUSTRY-WIDE

Harry O'Connor appointed national sales rep. for Commercial Recording Corp. Previously, O'Connor managed stations in Sherman and Temple, Texas.

Francis C. Gillon, previously with advertising agency in Miami, appointed midwest associate in Cedar Rapids, Ia., for Paul H. Chapman media brokers.

Denenholz

Burton

D'Angelo

Gillon

Schorr

Mann

Battisti

Simons

EDITORIAL

. . . farm radio picture bright

YEAR OF CHANGE

Questionnaire returns to U.S. RADIO's third annual survey of farm radio reveals the many changes this specialized medium is making to keep pace with its listeners and market.

It is obvious from station replies that farm radio is not part of the *status quo*. It is continually adjusting to the new demands of its audience.

According to farm stations, the chief trend in programming is diversification—offering a wider range of information services to a wider range of listeners.

SHORTER SEGMENTS

The next most significant trend continues to be the increasing number of stations that are using shorter segments of farm programming. This is being done without a necessary reduction in total farm service. In fact, there are many cases where stations have increased farm programming through adoption of the briefer farm information units.

The diversification in program content and listener appeal is certainly among the most important changes to be observed in farm radio today.

The farmer today is a businessman and a consumer as well. Because of these realities, farm radio stations are including heavier doses of general business news as well as more information on markets. The traditional emphasis on farming techniques and day-to-day farm problems is still there. But it is being cross-bred with a broader strain of information.

Moreover, the farm station finds itself today programming to a wider audience—the young farmer, the housewife. The latter has become especially important in view of the farm family's growing appetite for consumer products. One station states, "We are aiming . . . more and more toward the woman of the house, knowing very little is ever spent without her consent."

Farm stations, especially those providing coverage to more metropolitan areas, are also adding to their farm content information of interest to the suburbanite and gardener.

It is the hallmark of farm radio's progress—as indicated by increasing advertiser acceptance—that it is able to adjust and keep pace with the new demands of its audience.

NAB'S NEW LEADERSHIP

This month marks the start of the new top-level administration of the National Association of Broadcasters. The new president, former Governor LeRoy Collins of Florida, assumed his new post at the beginning of January.

It is to the credit of the selection committee and the appeal of the broadcast business that as able a man as Mr. Collins was chosen for the job.

The years ahead represent an enormous challenge for the industry in view of its great opportunities and equally great problems. We believe Mr. Collins brings to the NAB the necessary sagaciousness, ability to get along with people and administrative skill to help the NAB meet the industry's challenge.

WKLO
LOUISVILLE

In LOUISVILLE the Big Change was - and still is - to

WKLO family radio

check and double check your last Nielsen — Monday - Friday per broadcast quarter-hours reveal

6 to 9 a.m.	WKLO First
9 to 12 noon	WKLO First
12 to 3 p.m.	WKLO First
3 to 6 p.m.	WKLO First
6 to 9 p.m.	WKLO First
9 to 12 midnight	WKLO First

Please review in addition your latest Trendex, Pulse, Conlan, Verifak and Hooper.

plus wonderful weekends

WKLO offers a perfect audience composition seven days a week for consumer spendable income.

robert e. eastman & co., inc. national representative

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

now more than ever
Keystone makes sense and dollars too

here's how:

1 Keystone has 1115 locally programmed radio stations covering 54% of all radio homes in the U.S.A.

2 Keystone has 86% coverage of all farm markets in the country.

3 Keystone offers plus merchandising tailored to your campaign needs at no cost to you.

4 Keystone covers Hometown and Rural America at the lowest cost.

Write for our complete station list and our farm market survey. They're yours for the asking.

KBS Keystone BROADCASTING SYSTEM, INC

San Francisco
57 Post St.
Sutter 1-7400

Detroit
Penobscot Building
WOodward 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

New York
527 Madison Ave.
Eldorado 5-3720

Chicago
111 W. Washington
State 2-8900

EPT
F BRDCSTI
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6 D C SUB
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U.S. FM

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

35 CENTS

VOL. 2 — NO. 1

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E TO FM
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RO ADAPTER
A TO FCC
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E PUSH
H SLIDES
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SUCCESS
SULES
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STATION
LISTING
page 11

FM Quality Music Stations

Chicago	WFMF	Seattle	KLSN	Birmingham	WSFM
Los Angeles	KCBH	Kansas City	KXTR	Louisville	WLVL
Philadelphia	WIFI	St. Louis	KCFM	Baltimore	WFMM
New York	WRFM	Buffalo	WEBR-FM	Oklahoma City	KYFM
San Francisco	KDFC	Cincinnati	WPFM	Lansing	WSWM
Detroit	WLDM	Nashville	WFBM	Omaha	KQAL
Cleveland	WNOB	Tampa-St. Petersburg	WTCX	Wilkes-Barre -Scranton	WYZZ
Pittsburgh	WKJF	Indianapolis	WFBM-FM		
Houston	KFMK	Minneapolis	KWFM	Sacramento	KJML

THE NEW DIMENSION
in Major Market Radio

PUT THESE QUALITY MUSIC STATIONS ON YOUR LIST! They deliver the largest single Quality market in America—the Fine Music audience, most influential and responsive!

This market now represents over one quarter of ALL U. S. families. The fastest growing advertising audience today . . . reached most effectively through Quality Music programs. An audience which cannot be duplicated with any other broadcast medium. Loyal and receptive Quality Music audience listening average 3 hours per day, 5 days per week.

Responsive: Quality Music audiences are pace setters at the age of acquisition and are able to buy. Quality Music advertisers have found this audience to be most responsive to well-directed appeals.

Low Cost: Because the medium is young and growing fast Quality Music Stations offer the chance to establish time and audience franchises at extremely favorable low cost. Any Walker-Rawalt office listed below can give details on these stations. We hope you will contact them soon.

National Representative—WALKER-RAWALT COMPANY, INC.

New York	Chicago	Boston	Los Angeles	San Francisco
347 Madison Ave.	360 N. Michigan Ave.	100 Boylston St.	672 S. Lafayette Park Pl.	260 Kearney St.
New York 17	Chicago, Ill.	Boston, Mass.	Los Angeles, Calif.	San Francisco, Calif.
Murray Hill 3-5830	Andover 3-5771	Hubbard 2-4370	Dunkirk 2-3200	Exbrook 7-4827

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Two separate magazines that really cover the *whole* field of radio

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New York 19, New York

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Please see that I receive each monthly issue of U.S. RADIO and U.S. FM—both for one year for *one* subscription of $5.

Name ..... Title .....

Company .....

Type of Business .....

☐ Company or

☐ Home Address .....

City ..... Zone ..... State .....

Please Bill ☐ Payment Enclosed ☐

FORE MOST

ations Show Interest New Pulse Survey

The new Pulse fm survey begun this month has apparently met with enthusiastic response from fm stations throughout the country. The survey (see U.S. FM December 1960), which plans to measure fm on a regular basis, is of prime interest to agencies and advertisers. The survey will generally cover a two-month period. At press closing, the schedule for January-February will include reports for three stations in the San Diego market, one in Houston and one in Fort Worth. The March-April survey will cover reports for two Los Angeles stations and one in San Francisco. Slated for a March-only report is one station in the Memphis market.

race Line Increases n Buy Over Last Year

Grace Line Inc., New York, satisfied with its initial plunge into fm last year, has increased its use of the hi-fi medium beginning in March for its spring campaign (see *Grace Line finds plunge into fm perfect,* p.3). The cruise line estimates that it will spend $16,000 for its spring campaign alone on fm.

dustry-wide Expansion Results Increased Equipment Sales

The recent 300 percent sales increase at Industrial Transmitter and Antennas, Inc., of Lansdowne, Pa., is another sign of the expansion within the fm industry. Bernard Wise, president of ITA, recently stated, "The company is only in its third year and the momentum of each quarter's sales increases indicate graphically the growth of fm broadcasting from which we realize the majority of our sales volume. . . It is because of this continuous growth of the industry that we have recently doubled our production facilities and are in the process of expanding our line. . ."

dditional Stations Turn o I.G.M.'s Automated Fm

The automated fm programming concept of International Good Music Inc., Bellingham, Wash., has been broadened by the company's inclusion of five additional stations. The I.G.M. firm supplies 18 hours of taped classical music a day to its stations (called the Heritage Music Stations); in addition, it makes automation equipment and provides representative services. Stations joining the Heritage group are WPLO-FM Atlanta, WCAO-FM Baltimore, WJJD-FM Chicago, WMPS-FM Memphis and WGBS-FM Miami. The addition of these stations increases the Heritage list to 18.

resident Kennedy's Press Conferences o Be Carried on Washington Station

Future White House press conferences will be covered fully by a Washington fm station. Ben Strouse, president of WWDC Washington, has made arrangements to carry all the conferences in their entirety, whether they are scheduled during the day or at night, over WWDC-FM. Transmission of the conferences over the fm station will be supervised by Bob Robinson, news director of WWDC.

LETTERS

Oasis in the Desert

After receiving the second issue of our subscription to U.S. FM, heartiest congratulations on a solid beginning. Having recently launched Alaska's first fm station, the value of keeping abreast of fm developments throughout the nation is critical.

Peter M. Herford
Station Manager
KTVA-FM
Anchorage, Alaska

Sales Boost

I would like to commend you and your magazine on supplying a long felt need in the fm industry. We have found the articles, and most particularly the sales stories, to be a very great help in what is probably the most pressing problem in fm radio today—sales.

We look forward to each month's issue with a great deal of interest.

Will Collier Baird, Jr.
Vice President
WFMB
Nashville, Tenn.

I have appreciated reading the first few issues of U.S. FM. In my estimation it fills one of the greatest needs in the promotion of fm today. Congratulations!

Robert W. Ball
General Manager
KGFM
Seattle, Wash.

We are enthusiastic about U.S. FM, and are of the opinion that it is one of the many boosts that fm radio needs. We will keep you posted on KDUO successes and developments.

J. Terry Bates
Sales Manager
KDUO
Riverside, Calif.

BOAC and Fm

Would appreciate receiving extra copies of the current fm issue that contained an article on BOAC (U.S. FM, December).

Harold L. Tanner
Lincoln Broadcasting Co.
Detroit, Michigan

Breakthrough

This is to request reprints of the article "Breakthrough in Audience Research" from the December issue of U.S. FM.

Allen Klein
Sales Director
The Pulse Inc.
New York

U.S. FM

VOL. 2 — NO. 1

JANUARY 1961

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700 Montgomery Building
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% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUnkirk 7-6169 & 6160

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50 West 57th Street
New York 19, New York

Please see that I receive each monthly issue of U.S. RADIO and U.S. FM —both for one year for *one* subscription of $5.

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Company _____
Title _____
Type of Business _____
☐ Company or
☐ Home Address _____
City _____ Zone _____ State _____
PLEASE BILL ☐ PAYMENT ENCLOSED ☐

LUXURY cruises attract passengers through seasonal fm campaigns.

Grace Line Finds Plunge Into Fm Perfect

Campaign cruises toward second year with 25 markets; seasonal effort uses programs and spots

Fm has scored another success for national advertisers with a 25-market campaign for the Grace Line Inc., New York. Now going into its second year with seasonal campaigns on fm stations, the company has found the medium a welcome aid to bring travelers aboard for Grace cruises.

As the passenger travel line and its agency, Kelly Nason Inc., New York, look ahead to spring 1961 advertising plans, an agency spokesman counts fm as "very much a part of the over-all campaign."

It is estimated that the company will spend between $30,000 and $40,000 in fm with its spring and fall campaigns this year.

"The investment for 1961 represents an outgrowth of what started as a limited trial of the medium last spring," according to Frederic P. Sands, who directs the advertising for Grace. "We started in a small way with programs on WQXR and the QXR Network stations," he said. "By the time the fall campaign was ready to start, we had added more fm stations, bringing the total number of markets where we advertise on radio to 25."

The number of stations that Grace uses may grow, but, as Mr. Sands points out, the present line-up represents the travel line's "primary"

market area. This area includes New York, Connecticut, New Jersey, Pennsylvania, Rhode Island, Massachusetts, Maryland, District of Columbia, northern Virginia and eastern Ohio, including Cleveland.

"These states are closest to our point-of-departure," Mr. Sands explains. "It is possible for persons living in this area to get to New York in one day by either car or train. Sixty-five percent of the cruise business comes from this primary market area.

"Our secondary market area lies in the north central states and the adjacent portion of Canada. Twenty percent of our cruise business emanates from this area. For people to reach a point of departure in New York from this region it is necessary to travel by air to get there within a day's time. The only city where we advertise on fm in this region now is Chicago," he explains.

"A tertiary market area covers the western and Gulf Coast states. Although we have done no radio advertising in this area, it is under serious consideration," Mr. Sands points out.

Stations Added

Last fall's campaign used five stations in additon to the QXR Network. They are WKJF Pittsburgh, WFMF Chicago, WJBR Wilmington, WGHF Brookfield, Conn. and WLOB Cleveland. On the QXR Network, Grace sponsors a half-hour program once a week. The program opens with a 30-second announcement, is broken half-way with a 60-second commercial and ends with a 90-second closing. In addition to the half-hour program on WQXR New York, Grace takes three one-minute announcements per week on the Jacques Frey program.

On Brookfield's WGHF Grace sponsors two half-hour programs per week. On WKJF, WFMF, WJBR and WLOB, the company sponsors one half-hour program and six spots per week scheduled during the evening.

One factor behind Grace's enthusiasm for fm is related in Mr. Sands' recall of an early promotional offer on WQXR. "We offered a kit of literature on Caribbean cruises. A booklet called 'Caribbean Vacationlands,' giving travel tips on what to wear, what to see and do, was offered if the listener would write in for it. Over 1,000 requests were received in two weeks. Response was so high that we had to withdraw the offer before we ran out of booklets," he recalls.

Seasonal Campaign

The Grace Line advertising campaign follows the seasons. The spring campaign, which runs for 15 weeks in March, April and May, is designed to encourage spring and summer travel. The campaign is heavier than the 13-week fall campaign because travel business is usually lighter in winter and fall.

Although basically a newspaper advertiser, Mr. Sands explains that Grace is not satisfied with newspaper advertising alone, because of the limited coverage based on cost.

Fm, therefore, is an important medium for Grace in several ways, Mr. Sands explains. "It has greater selectivity than other media, and enables us to reach a prestige audience that we feel is likely to be more interested in cruises than a broader audience.

"The medium gives us greater flexibility in our advertising, because the travel business depends on fluctuations in the weather," he continues. "We can start special campaigns for unseasonably good weather as it becomes apparent."

Prestige Medium

"Fm has the additional value of being a prestige medium. So do the class magazines and some general magazines, but with fm radio we are able to concentrate our advertising toward a single audience in our primary market area."

As time goes on, Mr. Sands points out, the fm advertising may very well be expanded to cities other than Chicago in the secondary area. Detroit is a possibility. More immediate, however, is the prospect of buying either spots or programs on stations in Florida. • • •

SELECTIVITY, flexibility and prestige are qualities Frederic P. Sands, Grace director of advertising, likes about fm. Kelly Nason Inc., New York, is firm's agency.

PRIMARY MARKET area, where fm is used, accounts for 65 percent of cruise businss. Above is Godfrey Macdonald, vice-president of the passenger division.

The Crosby Fm Stereo System

Murray G. Crosby

Developer of one of six stereo broadcast systems being considered by the FCC, presents his views

Broadcasters and equipment manufacturers are still awaiting the decision of the Federal Communications Commission on which compatible stereo broadcasting system will be accepted as the standard for the fm industry. As previously reported in U.S. FM (see *Fm Stereo Put to Test,* October 1960), six systems have been field tested and the results turned over to the FCC. The systems being considered are those proposed by Crosby Telectronics, Calbest, Multiplex Services Inc., Electric and Musical Industries Ltd. (Percival), Zenith and General Electric.

The chief differences between the systems are found in these areas: Composition of the main channel (monophonic) and sub carrier signals, which differ in sub carrier frequency, bandwidth, deviation and type of modulation. The sponsors of the various systems each feel that there are inherent advantages to be found in their approach to fm stereo broadcasting. One of the more vocal members of this group is Murray G. Crosby, president of Crosby-Telectronics Corp.

The Crosby compatible fm multiplex system, Mr. Crosby says, would allow the owner of an fm radio to either convert to stereo reception through the addition of an inexpensive adapter, or, if he chose not to add the adapter, he would continue to receive a complete, full-range monophonic fm program.

Addressing his remarks to the FCC, Mr. Crosby offered what he describes as "three essentials" to be considered by the government agency:

1. "Will the approved system provide a range of stereophonic reception which is as close as possible to the present range of monophonic transmission?
2. "Will the owners of the more than 15 million existing fm receivers be able to convert to stereophonic reception with the least amount of difficulty, and with the most satisfactory, highest quality results?
3. "Finally, will the resultant stereophonic reception be equal to or better than the best stereophonic source material now available or likely to be available in the foreseeable future?"

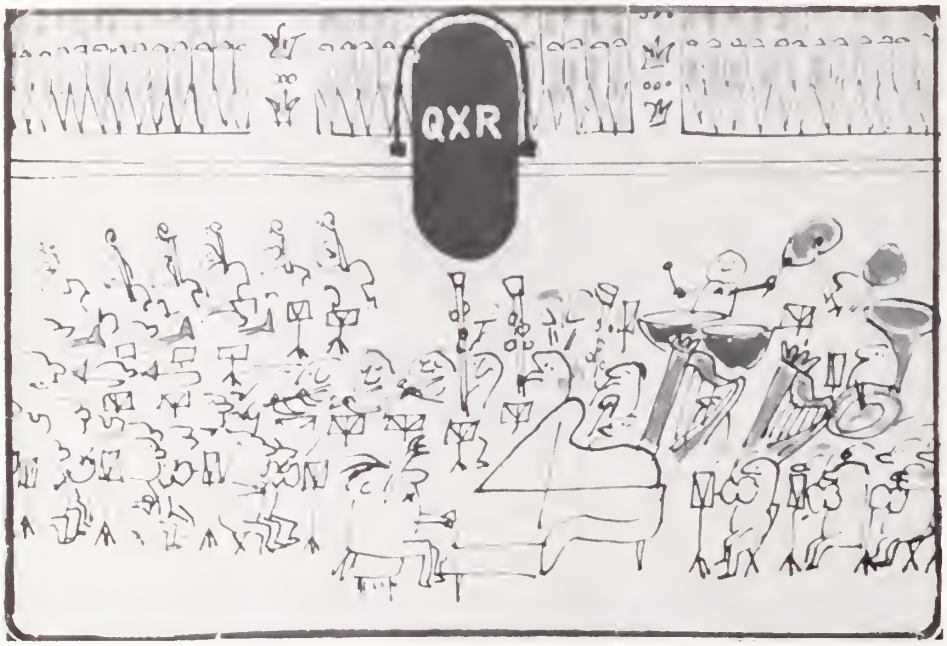
Mr. Crosby believes that these conditions are "imperatives for the type of quality stereophonic transmission which will put fm on its feet and revitalize the broadcasting industry to a degree undreamed of a few years ago." He asks for the adoption of a system that "allows the conversion of the approximately 15 million fm receivers now in the hands of the public to the use of stereo operation with an inexpensive adapter." He points out that most fm receivers now being sold are provided with a multiplex jack ready for the use of an adapter.

The head of the electronics firm states that there is a definite economic relationship between the system adopted and the likelihood of early benefit accruing to the fm broadcaster. "The ability to use an adapter has an important effect on the stimulation of fm broadcasting," he says. "Since the listener can convert to stereo by the mere addition of an adapter, there will be a large ready group of listeners—considerably larger than if the listener were required to buy a complete receiver with built-in adapter."

Getting to one of his major points, Mr. Crosby states that the increase in the sale of fm receivers and the growing number of fm stations on the air (according to the FCC, there were 821 fm stations in operation at the end of December), "represents a further upturn in the economic situation of the fm station. . . In view of this, we feel that the Commission should carefully choose the fm stereo system with a view toward providing the best broadcasting service without impairment due to the existence of a storecast or background music channel." He feels that the FCC should allow the broadcaster to "choose between an all-stereo operation of his station, or an all background music operation.

"With such a choice being available," he continues, "the broadcaster can select the service which he feels will give him the best economic position. Natural laws will take effect such that if the public acceptance of stereo by fm is not great, the broadcaster may decide to go to background music or storecasts." • • •

Client Sales



SPECIAL FEATURES of QXR network programming, such as the Boston Symphony and other musical 'spectaculars' are highlighted in the slide presentation (above). The purchasing power and leisure-time activities of fm listeners are also emphasized graphically in the network offering.

Push on Slides

New slide presentation of QXR network is aimed at top level ad executives; objective is to stimulate flow of money into fm

This month QXR network starts the New Year with a fresh approach to an old sales problem—how to interest more national advertisers in the use of fm.

Major objective of the network for 1961 is to increase the flow of advertising money into the fm medium as well as the QXR group. The network and its flagship station, WQXR New York, are under the supervision of Norman S. McGee, vice president for sales and acting head during the absence of Elliott Sanger, who is on special assignment for the *New York Times* in Paris.

The network's efforts are being focused on the showing of a newly-developed 28-slide sales presentation.

The sales offering is as much a push for the concept of fm listening and advertising as it is for the values of the QXR line-up. Statistics on the characteristics of the fm audience and the extent of fm listening are sprinkled throughout the presentation.

Pointed to are such facts as the estimated number of fm sets in use (16 million) and the estimated number of fm sets sold in 1960 (two million).

But basically the QXR slide promotion is a narrative on the values of fm and the network as an advertising medium. The special features of QXR programming, present advertisers and major city line-up are stressed in the presentation.

To whom is the presentation directed?

"Top level agency and client executives," states Jim Sondheim, manager of the network. "You have to sell the company and/or the account executive. It is necessary to go beyond the media level."

Although decrying the inability of fm salesmen to penetrate the media and timebuyer stations, Mr. Sondheim observes very encouraging signs in this regard. He points to the fact that Don Heller of N. W. Ayer & Sons Inc., Philadelphia, and Calvin Nixon of Young & Rubicam Inc., Detroit, were instrumental in major fm buys of last year.

Mr. Heller has played a major role in the use of fm by Hamilton Watch Co. and Mr. Nixon has been a key figure in the fm campaign of Imperial cars which has culminated in the *Imperial Press Club*.

The latter fm purchase is on 27 stations of the QXR line-up (17 of the stations are on the live network and 10 are on the non-interconnected, tape network). Station in New York is WRFM because the news policy of the *Times*-owned WQXR dictates that there will be no commentary on the station.

The *Imperial Press Club* (Monday through Friday, 8 to 8:05 p.m. on the live line-up; the tape network plays it sometime between 7 and 9 p.m.) is taped at the Overseas Press Club. Each night a different news specialist comments on a current happening. Among the regular newsmen featured are H. V. Kaltenborn and Henry Cassidy.

Imperial's investment in fm is considerable. The 52-week contract runs in 13-week cycles. The program started last October and is currently in its second cycle. It is estimated that the annual cost of the show is about $125,000. It breaks down to this: Production, talent and tape, $45,000; time costs, $75,000 to $80,000.

What lies ahead for this year?

QXR network has signed such new advertising campaigns as those of Sabena Airlines and Marine Midland bank. In addition, among the important national advertisers who are regular network clients are: Cadillac, Oldsmobile, Hamilton, Citroen, Air France, Stromberg-Carlson, Grace Lines and Harvey's Wines.

The network presently has a total of 34 fm stations—20 on the live line-up and 14 non-interconnected.

It is the network's belief that future use of its air time by clients will revolve around the traditional network concept of ownership of a time segment. Specifically, QXR anticipates further sponsorship of musical programming, its main area of specialization. • • •

FAVORABLE MENTIONS

Jeweler & Recording Tape—One of the world's best known jewelers and silversmiths, Cartier Inc., has made its first buy in either radio or tv. It has bought time on fm. Through its agency, Albert Frank-Guenther Law Inc., the Fifth Avenue jeweler has started a campaign on WRFM New York with participating sponsorship of the Casper Citron interview show. The show emanates from the Hotel Pierre, Monday through Friday, 11 p.m. to midnight. In commenting on the "till forbid" fm purchase, Jane Mercier, advertising director, referred to the "caliber audience of fm" as "the extra plus." Other sponsors of the Citron program are Book of the Month, Nettie Rosenstein, Pan American and Hotel Pierre.

WRFM also found out the hard way something that it knew all the time—that fm pays. Through an error in not cancelling an over-subscribed mail offer, the station ended up paying for the additional requests. Here's how it happened: Florman & Babb, distributors of recording tape, purchased a 13-week schedule to sponsor *Music of the Masters*, Wednesday, from 8 to 9 p.m. The commercial offered a free sample tape to listeners who wrote in. After the first three hourly sponsorships, the company requested that the announcement be taken off the air because its supply of over 1,000 sample tapes had already been requested by listeners. Through human error, WRFM ran the announcements on an additional hourly program. This contributed to an additional 600 mail requests. Since it felt at fault, WRFM paid for the additional reels of tape to fill the requests. But the story ends happily. Convinced of the results that fm can produce, Arthur Florman, president, decided "to continue the sponsorship of *Music of the Masters* on WRFM beyond the current expiration date."

Office Furniture—The Roberts Office Supply Co. of Portland, Me., now in its second year of fm advertising, reports constantly improving sales response to its sponsorship of classical music programming over WMTW (FM) Poland Springs, Me.-Mt. Washington, N.H. The company features quality lines of office furniture, papers, stationery, forms and supplies. In addition, a service of design and the complete installation of offices is provided. The firm's owners, Lawrence Hatch and Richard Walker, refer to their supply company as a "businessman's department store."

The logical reasoning behind the fm scheduling, according to the owners, is that since the majority of the firm's customers are business executives, the media chosen for the job of advertising the product should be the one with the greatest appeal for this specialized group. Various audience studies were examined and the results indicated that professional executives and office managers could be reached, most effectively, through good music programming. The proof of the pudding is seen in the improved sales figures and the warm welcome that Roberts' salesmen receive when calling on a client. As Mr. Hatch says, "We and our salesmen receive daily thanks for our participation from some of our best customers who are regular listeners to the station. We know this has greatly increased our prestige with our customers and this has become a highly important factor in our overall business increase."

The copy platform for the Roberts Co. is straightforward and direct.

CARTIER JEWELERS has found fm to be a 'diamond in the rough.' For its first broadcasting schedule, the famed New York jeweler has taken a participation on the Casper Citron show over WRFM New York. Seen discussing the Cartier commercials are (l. to r.) Jane Mercier, ad director at Cartier, Casper Citron and Henry Millett, v.p. of Albert Frank-Guenther Law, the jeweler's agency. Show originates from Hotel Pierre.

STATION AND CLIENT get together to outline a copy program. The station man is John McGorrill (c.), general manager of WMTW Poland Springs, Me. The clients are Richard Walker (l.) and Laurence Hatch (r.) of the Roberts Office Supply Co., Portland. The firm has been sponsoring classical music programs for two years. Association with the fm station has resulted in increased sales and heightened prestige.

The minute commercials feature office furniture, an office planning service, executive chairs, partitions and an office furniture leasing plan.

Drive-in Restaurant—One of Cincinnati's largest drive-in restaurant chains recently signed a 13-week contract for six spots a day on WAEF-FM. The client, Carter's Restaurants, decided to take the contract after a 13-week trial campaign for one of the restaurants in the chain. The original campaign used two spots a day, but the station reports the campaign was such a success that the new contract increased the schedule to six spots a day for all the restaurants in the chain.

Symphony Support

Since classical music is one of the mainstays of fm programming, it is only natural that stations would take every opportunity to support symphony orchestras and to promote local music groups through the facilities of "live" broadcasts.

In support of the Omaha Symphony Orchestra's fund raising drive, station KQAL programmed a 16 hour special music program with commentary and interviews designed to stimulate public interest in the Omaha Symphony. The program drew over $500 in local contributions. As an additional gesture of good will, Station Manager Jack Katz donated one day's entire advertising revenue to the worthy cause.

With Benny Goodman as clarinet soloist for the evening, the Tucson Symphony Orchestra presented its first radio broadcast over station KFMM. This was the first of a series of five "live" broadcasts given at the University of Arizona auditorium in Tucson. To provide the best fidelity possible, Station Manager John Jaeger acquired a new Telefunken microphone and arranged for a special high-frequency telephone line from the auditorium to the station's control room. To finance the program, Jaeger went to the directors of the Tucson Federal Savings and Loan Assoc. He convinced the bank that sponsoring the broadcasts would be fine institutional advertising that would create a prestige image of the highest order. The bank accepted the opportunity, and the Goodman program went off without a hitch. Goodman even provided a short "jam session" at the end of the regularly scheduled concert.

In Portland, Ore., station KPFM utilizes its facilities for the promotion of the Portland Junior Symphony, made up of Portland youngsters who must "retire" upon reaching their 21st birthday, the Symphony performs weekly at the city's public auditorium. In addition to transmitting these programs "live," the station provides a pre-broadcast program in which Dr. Donald Thulean, director of the Symphony discusses the next concert, covering its musical interpretation. Frequently, Dr. Thulean brings a Junior Symphony guest to the studios to discuss program notes. Because of the enthusiastic response to the programs, KPFM plans to continue these broadcasts indefinitely. • • •

McMartin FOR MULTIPLEXING!

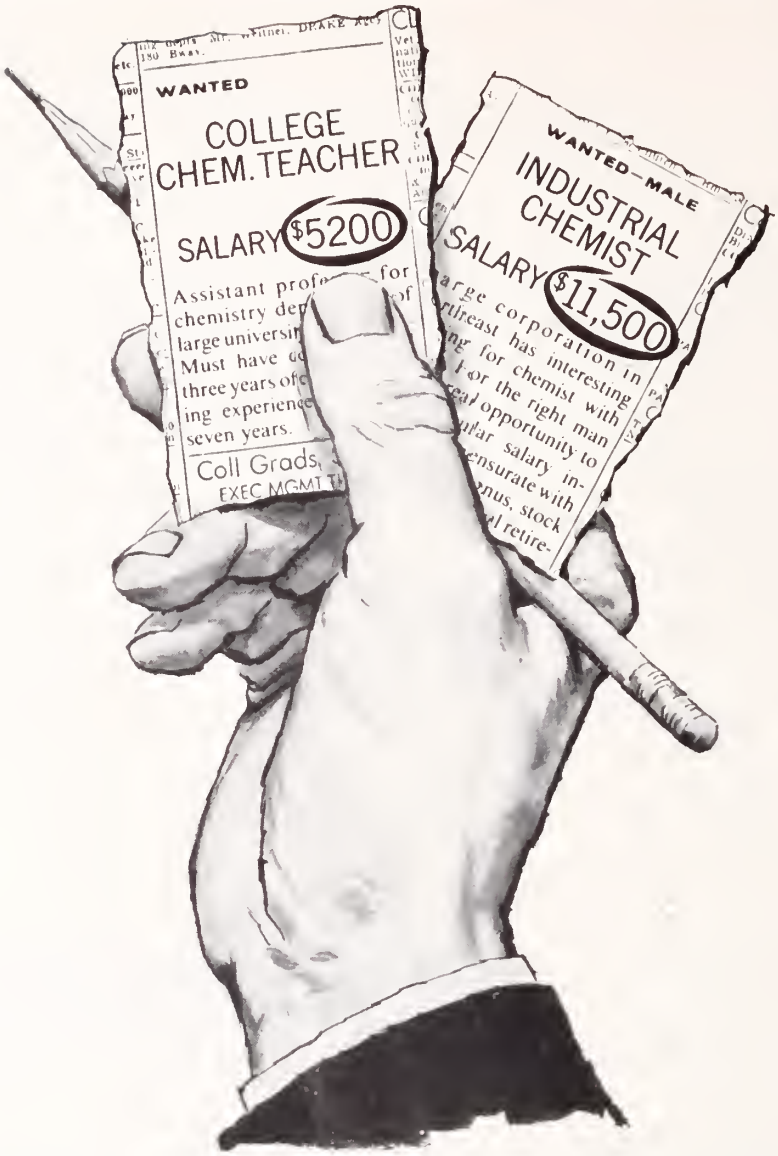
If you are looking for the multiplex receiver that provides the greatest sensitivity . . . is the most dependable . . . look to McMartin, the standard of the industry.

Continental's advanced engineering . . . rigid quality control . . . special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.

Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meridian, Conn., "We have found that the McMARTIN receiver surpasses any overall reliability and fringe area reception."

CONTINENTAL MANUFACTURING, INC.
1612 California Street • Omaha, Nebr.



WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

Sponsored as a public service, in co-operation with the Council for Financial Aid to Education

HIGHER EDUCATION
KEEP IT BRIGHT

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 369 fm stations. The *Fm Station Key* will be augumented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Birmingham

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix

KELE
ERP: 18,000 w
Prog.: Country & Western

KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel

KYEW
Prog.: Cl, shw

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Osceola

KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KRHM
National Rep.: Adam Young Fm
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPRI
Counties: 1; ERP: 25,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, pop, cl, intvw

WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w

Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
National Rep.: Adam Young Fm
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

TWELVE YEARS OF BETTER MUSIC IN THE NATION'S CAPITAL!

WASH-FM

Affiliated with QXR Network

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
National Rep.: Adam Young
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
National Rep.: Adam Young Fm
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fm Unlimited
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op

WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

(For abbreviations, see box, p. 11)

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

F STATION KEY (Cont'd)

Lando
WHOO-FM (Am: WHOO)
tional Rep.: Hollingbery
unties: 9; ERP: 59,000 w
g. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola
PEX
tional Rep.: Good Music Broadcasters, Western FM Sales
unties: 5; ERP: 2,500 w
g.: Cl, s-cl, st, shw, jz

Sarastota
VAK
tional Rep.: Rejko & Mahaffey
unties: 9; ERP: 2,730 w
g.: Cl, s-cl, pop, st, jz

Tampa
FLA-FM (Am: WFLA)
tional Rep.: John Blair
unties: 34 ERP: 46,000 w
PKM
tional Rep.: Good Music Broadcasters
unties: 7; ERP: 10,500 w
g.: Pop, st, shw, s-cl, jz

GEORGIA

Athens
GAU-FM (Am: WGAU)
tional Rep.: John E. Pearson
unties: 25; ERP: 4,400 w
g. (Dup): Std, jz, nws, shw, wthr

Atlanta
SB-FM (Am: WSB)
tional Rep.: Petry
unties: 204; ERP: 49,000 w
g. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
AUG-FM (Am: WAUG)
P: 9,000 w
g. (Sep.): Cl, s-cl, pop
BQ-FM (Am: WBBQ)
unties: 31; ERP: 19.3 kw
g. (Dup.): St, pop, nws, sports, intvw

Columbus
RBL-FM (Am: WRBL)
tional Rep.: Hollingbery
unties: 50; ERP: 21.2 kw
g. (dup.): St, cl, con, op, disn

Douglasville
DUN-FM (Am: WDUN)
tional Rep.: Thomas Clark
unties: 11; ERP: 300 w
g. (Dup.): Pop, nws

La Grange
LAG-FM (Am: WLAG)
tional Rep.: Indie Sales
unties: 8; ERP: 2.3 kw
g. (Sep.): St, nws, sprts, shw, wthr

Marietta
BIE-FM (Am: WBIE)
unties: 21; ERP: 3.5 kw
g. (Dup.): Pop, st, shw, sprts, nws

Newnan
COH-FM (Am: WCOH)
tional Rep.: Bernard Ochs
unties: 11; ERP: 330 w
g. (dup.): Nws, wthr, st, pop, cl

IDAHO

Boise
OI-FM (Am: KBOI)
unties: 17; ERP: 17.5 kw
g. (Dup.)

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw
WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. serc

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
National Rep.: Adam Young
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Dup.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

(For abbreviations, see box, p. 11)

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 10; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

75 Sponsors Use Kentucky's Largest Fm!

WLVL
LOUISVILLE

35,000 Watts — Walker-Rawalt
S. A. Cisler, Manager — Natl. Rep.

KANSAS

Salinas
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Daren McGavren
Counties: 1; ERP: 3,200
Prog. (Sep.) Jz, cl, st, shw, s-cl

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville
WKOF (Am: WKOA) (Under construction)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic
WMTW-FM
Prog.: Cl

MARYLAND

Baltimore
WBAL-FM (Am: WBAL)
ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcaste
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Westminster
WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston
WBCN
National Rep.: Adam Young Fm
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge
WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

MICHIGAN

Bay City
WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater
WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit
WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

(For abbreviations, see box, p. 1

WLDM
Soon to
Increase Power
146,000 watts
-DETROIT-

STATION KEY (Cont'd)

M
onal Rep.: Good Music Broadcasters
nties: 20; ERP: 61,125 w
.: Con, nws, cmtry, flk, shw

DM
onal Rep.: Walker-Rawalt
nties: 6; ERP: 20,000 w
.: St, shw, s-cl, cl, con

UZ
nties: 8; ERP: 115,000 w
.: Sacred music, s-cl, cl, rel, nws

MC (Am: WEXL)
onal Rep.: Larry Gentile
nties: 20; ERP: 61,000 w
.: St, shw, s-cl, nws

J-FM (Am: WWJ)
onal Rep.: Peters, Griffin, Woodward
nties: 26; ERP: 50,000 w
. (Dup.): Nws, pop, st, con, s-cl

Lansing

WM
onal Rep.: Walker-Rawalt
nties: 10; ERP: 30,000 w
.: S-cl, cl, nws, shw, jz

nd Rapids

EF-FM (Am: WJEF)
ional Rep.: Avery-Knodel
nties: 32; ERP: 115,000 w
. (Sep. after 7pm)

AV-FM (Am: WLAV)
ional Rep.: Everett-McKinney
nties: 7; ERP: 1750 w
. (Sep. and Dup.): Cl, con, s-cl, pop, st

amazoo

ICR
nties: 15; ERP: 36 kw
.: Cl, con, educ, nws, op

Clemens

RB-FM (Am: WBRB)
ional Rep.: Donald Cooke
nties: 4; ERP: 61 kw
. (Sep.): St, disn, cmtry, pop, nws

inaw

AM-FM (Am: WSAM)
tional Rep.: Everett-McKinney
nties: 6; ERP: 1,700 w
. (Dup.): St, shw, nws, wthr, sprts

NNESOTA

inerd

Z-FM (Am: KLIZ)
tional Rep.: Walker-Rawalt
unties: 7; ERP: 15,000 w
. (Sep.): S-cl, st, nws, cl, sprts

nneapolis

FM
tional Rep.: Walker-Rawalt, QXR Network
P: 22.5 kw
.: Cl, s-cl, jz, nws, st

AYL
unties: 8; ERP: 3.5
.: St, shw, jz, flk, spoken word

LOL-FM (Am: WLOL)
tional Rep.: Heritage Stations
unties: 5; ERP: 9.7 kw
. (Sep.): Cl, con, op, s-cl, jz

PBC-FM (Am: WPBC)
tional Rep.: Broadcast Time Sales
P: 5.4 kw
. (Sep.): Cl, con, s-cl, st, shw

ISSISSIPPI

ckson

JDX-FM (Am: WJDX)
tional Rep.: Hollingbery
P: 39 kw
. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
National Rep.: Adam Young Fm
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws. wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
Counties: 10
Prog.: S-cl, nws, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

(For abbreviations, see box, p. 11)

WSWM
Quality Music Station
Serving Central Michigan
-LANSING-
Call Walker-Rawalt
For Success Story

Garden City
WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead
WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1 000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell
WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown
WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York
WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
National Rep.: Adam Young Fm
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls
WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean
WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Peekskill
WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh
WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Tremendous Pull — Telephones never stop ringing
Check in on
ALAN GRANT's JAZZ NOCTURNE
on **WLIR**
10:05 PM to Midnite
on weekdays; 'til
1 AM on weekends
WLIR—92.7 mc—Garden City, L. I.
Pioneer 1-4700

Poughkeepsie
WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester
WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel disn

Syracuse
WONO
National Rep.: Adam Young Fm
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica
WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains
WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington
WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr
WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte
WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Forest City
WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia
WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

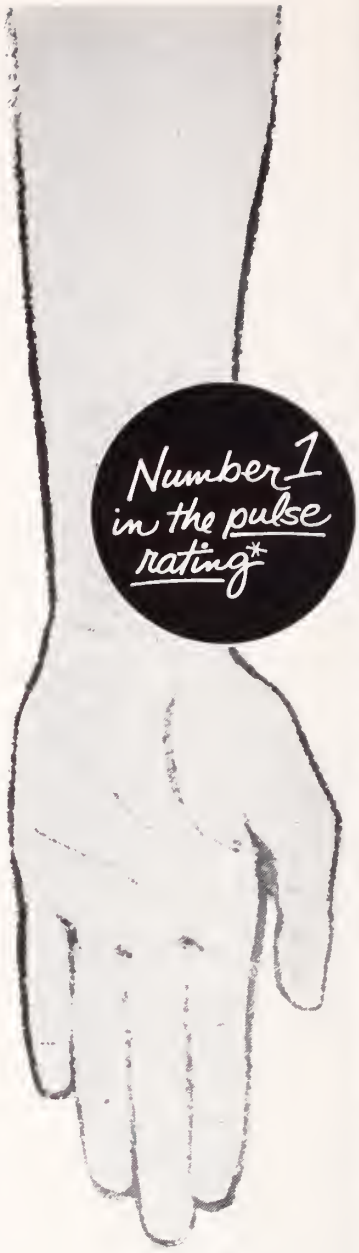
Greensboro
WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville
WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington
WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell
WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

(For abbreviations, see box, p. 11)



pulsating
WRFM

Now! The FM station with the selective sound of music is the select station for New York's discriminating FM listeners. And discriminating time buyers know a good buy when they hear one. So get the PULSE of the FM market . . . get the story of WRFM leadership and listenership in New York.
WRFM
105.1 MC New York
*FM beamed stations only April 1960 PULSE

M STATION KEY (Cont'd)

aleigh
VPTF-FM (Am: WPTF)
lational Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

ocky Mount
VFMA (Am: WCEC)
lational Rep.: John Pearson
Counties: 29; ERP: 33,000 w
rog. (Sep.): Pop, shw, sprts, nws, wthr

alisbury
VSTP-FM (Am: WSTP)
lational Rep.: Walker-Rawalt
RP: 15 kw
rog. (Dup.): St, nws, wthr, rel, sprts

anford
VWGP-FM (Am: WWGP)
RP: 490 w
rog. (Dup.): St, nws, flk, shw, wthr

tatesville
VFMX (Am: WSIC)
lational Rep.: Good Music Broadcasters
RP: 3,000 w
rog. (Sep.): Con, s-cl, st, shw, disn

Vinston-Salem
WSJS-FM (Am: WSJS)
lational Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton
WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

Cincinnati
WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws
WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland
KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op
WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz
WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con
WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus
WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz
WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st
WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnel
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton
WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr
WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay
WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster
WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima
WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown
WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford
WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth
WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky
WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

OKLAHOMA

Oklahoma City
KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater
KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa
KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene
KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland
KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68 250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts
KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown
WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws, cp, shw, flk

Altoona
WFBG-FM (Am: WFBG) (Due on air 10/60)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls
WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg
WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg
WHP-FM (Am: WHP)

(For abbreviations, see box, p. 11)

National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Johnstown
WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster
WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia
WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network
WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr
WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz
WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info
WIFI
National Rep.: Walker-Rawalt
Counties: 7; ERP: 20,000 w
Prog.: Pop, st. shw, nws, wthr
WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry
WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh
KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con
WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts
WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con
WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws
WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

Scranton
WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Sunbury
WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren
WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre
WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York
WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence
WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl
WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk
WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws
WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Charleston
WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia
WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville
WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop
WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl con, op, s-cl, rel

TENNESSEE

Chattanooga
WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl
WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin
WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson
WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

(For abbreviations, see box, p. 11)

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FM STATION KEY (Cont'd)

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
National Rep.: Good Music Broadcasters, Fm Unlimited
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

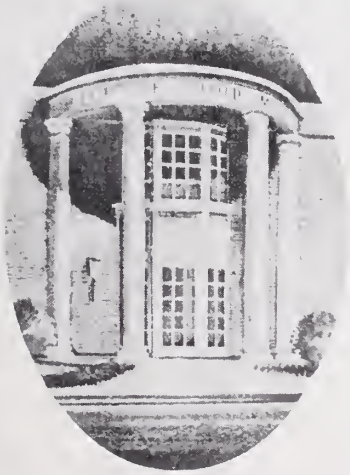
KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

Home of Good Music

IN HOUSTON



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KTBC-FM (Am: KTBC)
National Rep.: Rayburn
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, wthr

Dallas

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
National Rep.: Adam Young Fm
Counties: 9; ERP: 15,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
ERP: 3,000 w
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
National Rep.: Adam Young Fm
Counties: 13: ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
National Rep.: Blair
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

(For abbreviations, see box, p. 11)

Who Discovers the Discoverers?

"A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them, as comets amongst the stars." CARL LINNAEUS

Somewhere in this mighty land of ours, a gifted youth is learning to see the light of tomorrow. Somewhere, in a college classroom or laboratory, a dedicated teacher is gently leading genius toward goals of lofty attainment. Somewhere the mind of a future discoverer—in science, engineering, government, or the arts—is being trained to transcend the commonplace.

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FM STATION KEY (Cont'd)

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 10.5 kw
Prog: St, wthr, flk

Spokane

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2 600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

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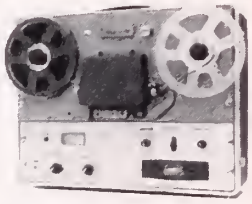
...FEATURES YOU NEED AND CAN AFFORD

Here in an Ampex under $1000 are all the features broadcasters have requested—combined in a professional recorder so compact it fits just 14 inches of rack space. The Ampex PR-10 offers complete remote control, full monitoring facilities, two professional speeds, optional self-threading, all-electric pushbutton controls, and new frictionless clutch system for gentle tape handling. Alignment controls are all accessible from the front panel, permitting simple installation and adjustment. All parts have been thoroughly life-tested to give broadcasters assurance of studio quality performance and low maintenance over a long life of continuous daily operation.

FEATURES AND ESSENTIAL DATA **PR-10-1 Monophonic** model ($845) available full track or half track—**PR-10-2 Stereo/Monophonic** model ($945) records and plays stereophonic, monophonic, sound-on-sound, cue track, selective track and two-microphone sound • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, and 600 ohm output circuits • Separate erase, record and play heads on individual mounts • Open fourth head position for optional 4-track or other playback head • Two speeds: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Proved electrodynamic clutch system for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders • Associated equipment includes a four-position stereo/mono mixer (MX 10) and a new 40 watt speaker amplifier system (SA-10).



ASK YOUR AMPEX PROFESSIONAL DEALER FOR A DEMONSTRATION SOON.

PR-10

Complete descriptive literature available from Ampex. Write dept. M-2.

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For buyers and sellers of radio advertising

RADIO

VOL. 5—NO. 2

FEBRUARY

1961

35 CENTS

LIBRARY-RES DEPT
NATL ASSN OF BRDCSTRS
1771 -N- ST N W
WASHINGTON 6 D C SUB 2
USR DB-19-DB-1276-NOR

RADIO IN THE PUBLIC INTEREST

RADIO is the rhythm of living

Who else reaches the heart of America with this rich, joyful, throbbing beat? Who else sells with such a solid, swinging sound on a million Main Streets, a million times a day? Only Radio creates this rhythmic *impact* and only Spot Radio lets you choose time and place to match it.

KOB	Albuquerque	WINZ	Miami	WRNL	Richmond
WSB	Atlanta	WISN	Milwaukee	KCRA	Sacramento
WGR	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
WGN	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
WFAA	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
KPRC	Houston	WIP	Philadelphia	KREM	Spokane
WDAF	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
KARK	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division
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The Original Station Representative

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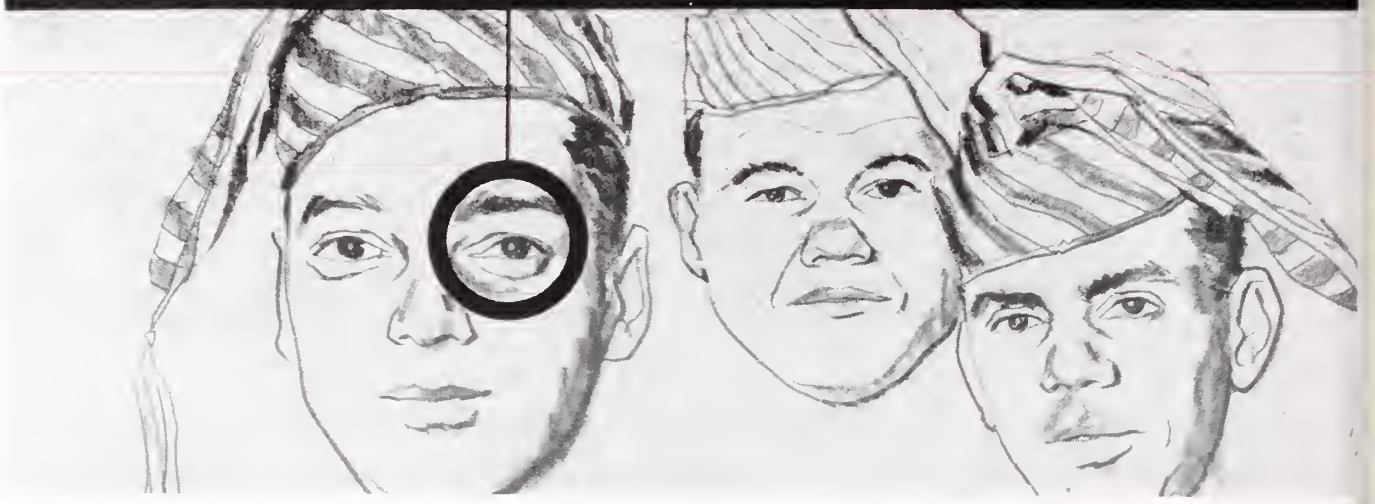
SPECIAL ISSUE
ANNUAL LOOK
RADIO'S SERVICE
METOWN
CA

Night people listen to new "Clockwatchers" show on WSB radio, Atlanta



WSB "Clockwatchers" at work . . . Bill Foster, Brent Hill and Ben Fairbanks

Out of the night comes a new sound for night people "Clockwatchers" on WSB Radio from midnight to 5 a. m. Some of these night folks are traveling, some working in factories, some keeping vigil over cities. But wherever they are, whatever they're doing . . . radio is a constant companion. And a handsome share of this massive audience is within range of WSB. For Atlanta's 50,000 watt clear channel station has a night coverage pattern embracing 25,000,000 homes . . . 27 states.

"Clockwatchers" listeners hear lots of music, news of the latest happenings throughout the night, famous sports figures and important events, outstanding information and entertainment features. They hear this—all through the night. You can reach and sell this vast responsive audience of night people on WSB Radio's "Clockwatchers." Call Petry for information.

ATLANTA'S
wsb-radio

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ABC RADIO NETWORK

BECAUSE THERE IS AN ABC RADIO NETWORK...

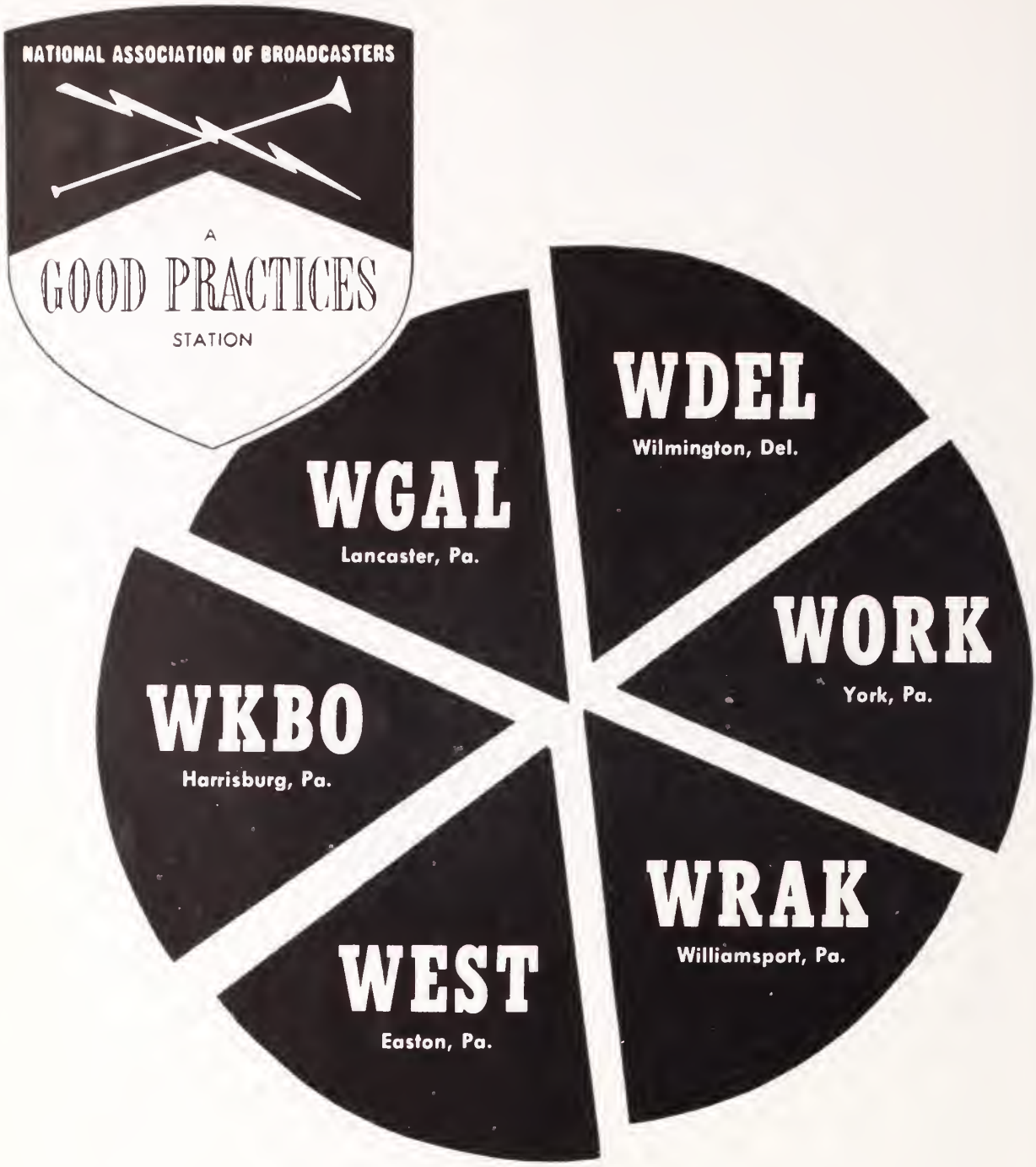
BECAUSE THERE IS AN ABC RADIO NETWORK – millions of young adults meet entertaining people like Dick Van Dyke, Jonathan Winters, Wayne & Schuster, Margaret Truman, Bonnie Prudden, and so many other fascinating personalities. (That's "Flair" on ABC Radio).

BECAUSE THERE IS AN ABC RADIO NETWORK, 60,000,000 Americans are right on the spot at a sporting event such as the Patterson-Johannson fight (an ABC Radio exclusive).

BECAUSE THERE IS AN ABC RADIO NETWORK, every radio listener is kept in constant touch with the nation and the world. Reporters and news analysts such as Alex Dreir, John Cameron Swayze, Edward P. Morgan, Bill Shadel, Paul Harvey work at ABC Radio – all through the day, all through the night. That's because Americans must know the news. And they *know* because there is an ABC Radio Network.

BECAUSE THERE IS AN ABC RADIO NETWORK more people have a better understanding of the men and women who make national and international news through such fine public service programs as Presidential Press Conference, Issues and Answers, and From Capitol Hill.

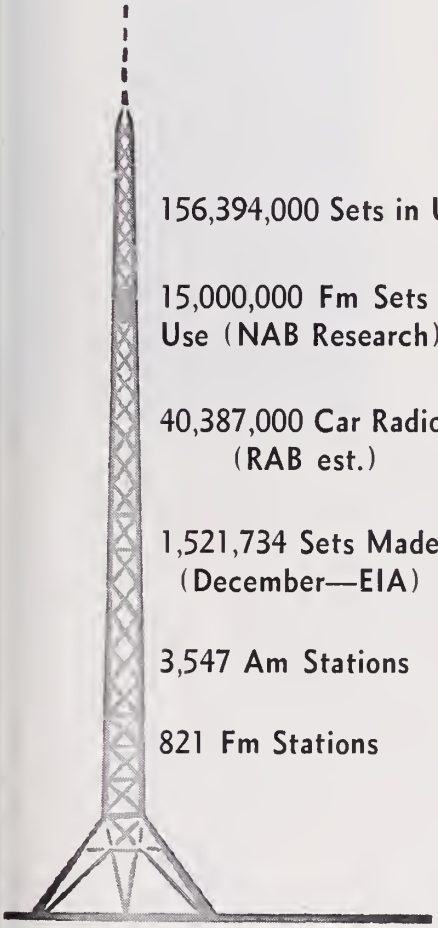
BECAUSE THERE IS AN ABC RADIO NETWORK, Don McNeill's Breakfast Club helps millions to get a happy start every day . . . every day for 28 years. Yes, it's an everyday fact: *local* ABC Radio stations will keep giving America the best in public service, the best in entertainment, the best in news, the best in sports, because there is an ABC RADIO NETWORK.



We earnestly pledge to meet fully our individual community responsibilities and pursue in every possible manner, opportunities to serve the public interest. As N.A.B. stations, we proudly observe the association's standards of good practice.

STEINMAN STATIONS · Clair McCollough, Gen. Mgr.

Radio's Barometer



156,394,000 Sets in Use

15,000,000 Fm Sets in Use (NAB Research)

40,387,000 Car Radios (RAB est.)

1,521,734 Sets Made (December—EIA)

3,547 Am Stations

821 Fm Stations

Spot: National radio billings will double in the next three years, according to Carl Schuele, president of Broadcast Time Sales. Mr. Schuele made his prediction in an address before the members of the San Francisco Media Directors Club. He based his prediction on a number of factors including the rising number of radio sets produced and sold (see *Sets* below).

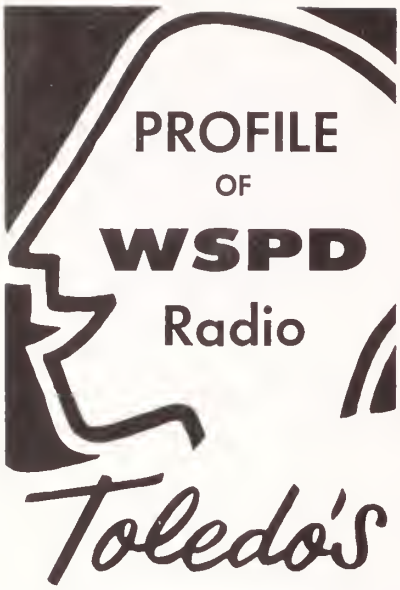
Network: Standard Brands, Inc., was the leading network advertiser in terms of total home broadcasts delivered, according to A. C. Nielsen Co.'s monthly index for the period ending December 4. There were 249 broadcasts used for a total of 129,428,000 home broadcasts delivered. Sylvania Electric Products held second position with 109,984,000 total home broadcasts delivered. Rounding out the top five places were Vick Chemical Co., Pharmaco Inc. and Liggett & Myers Tobacco. In terms of total commercial minutes delivered, the Nielsen study shows that Sylvania Electric held the number one position with 87,248,000. Standard Brands was second with 79,044,000. Vick Chemical, Liggett & Myers and Pharmaco ranked third, fourth and fifth in this category.

Local: WKNB Hartford, Conn., reports an increase of over 26 percent in gross billings for the year of 1960 as compared to the previous year. William Schnaudt, general sales manager, states that he expects the sales volume in 1961 to surpass last year's total. He bases this prediction on orders already received at the station.

Stations: The number of am and fm stations on the air at the end of December totaled 4,368, an increase of 29 (9 am and 20 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,547	821
Applications pending	612	197
Under construction	120	72

Sets: Total radio production in December was 1,521,734, including 520,907 auto receivers, according to the Electronic Industries Association. Total production for the year was 17,126,518, including 6,432,212 auto sets. The 1960 production totals show an increase of over 1.5 million units as compared to year of 1959. According to the EIA, the 12 month figures were the highest since 1947. Total radio sales, excluding car radios, was 2,378,853, a monthly record for the year. The 12-month total was 10,705,128, representing the best year for unit sales since 1948. EIA figures for the production of fm sets in December were 52,437. Fm production for the year of 1960 was 904,766. This compares to the 1959 total of 540,522.



hardest working sales clerk

1. Alive 24 hours a day with imaginative programming
2. Persuasive talent provides an effective showcase for your selling message
3. Integrity and believability — Toledo looks to WSPD for responsible community leadership
4. Audience domination around the clock — shown by both Pulse and Hooper
5. A rich market — more than 2 billion dollars effective buying income — with Ohio's highest per capita income

5 good reasons to put this potent combination of circulation and persuasion to work selling for you. Your Katz man will provide the complete WSPD Profile.

WSPD-Radio
NBC·TOLEDO
a STORER station

National Sales Offices:

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230 N. Michigan Ave., Chicago 1

WS 6

for buyers and sellers of radio advertising

U.S. RADIO

FEBRUARY 1961 VOL. 5 - NO. 2

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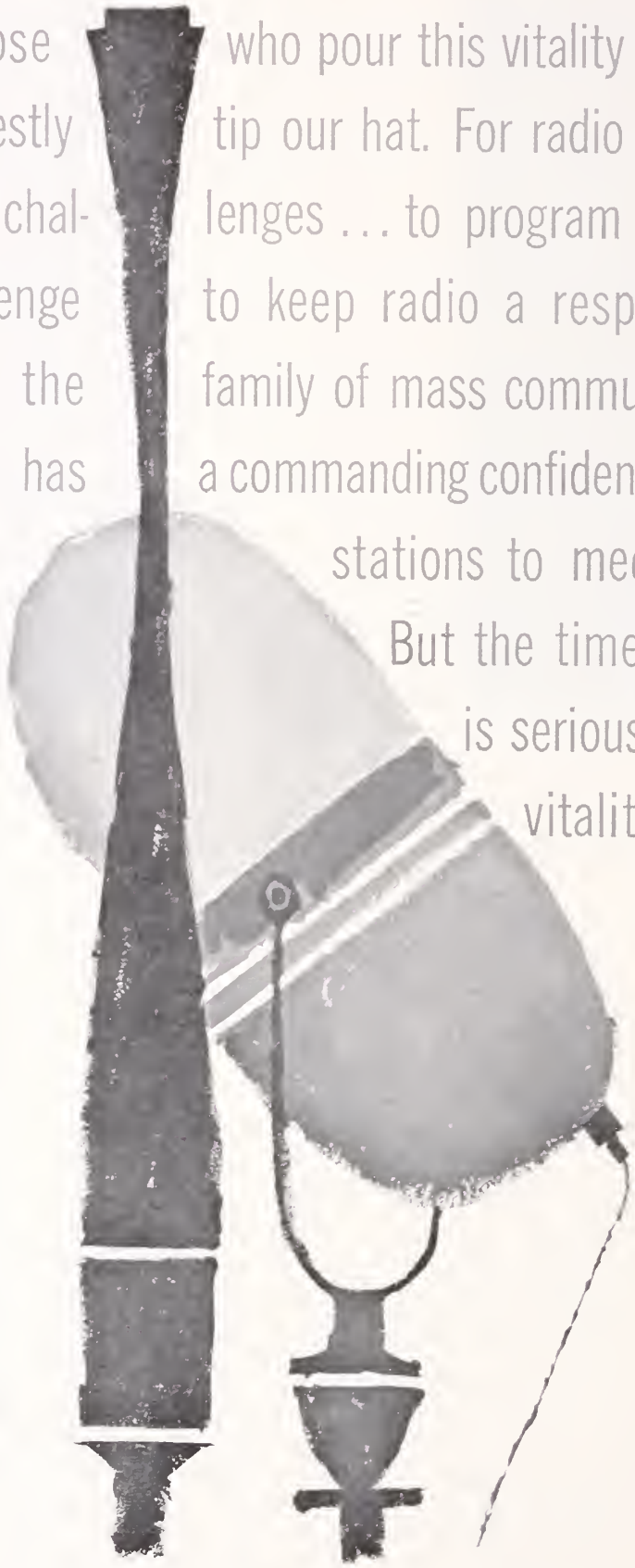
ETUDE FOR ICE CREAM

Lady Borden has Victor Borge on a spot . . . in fact, on several spots, because spots are good for sales. And Victor Borge's good for spots—especially Lady Borden Ice Cream Spots. It's another example of how the Spot Medium has gone big time. Successful advertisers like Borden's know the power of spots well placed . . know the wonderful flexibility. Most likely you should be using the spot medium right now. Call your nearest H-R salesman. He's an expert on spot and will show you how spot will **work** for **you.**

H-R *Television, Inc. Representatives*

...TO GROW IS TO CHANGE

¶ Vitality requires the stubborn search for better methods... dogged pursuit of new accomplishment. And vitality is essential to continued growth and success. ¶ To those who pour this vitality into the radio medium, we modestly tip our hat. For radio stations today face demanding challenges... to program right... to sell right. The challenge to keep radio a respectable, respected member of the family of mass communication media. ¶ This company has a commanding confidence in the men who manage radio stations to meet these demanding challenges. But the time is now. And the requirement is serious, sound individual activity... vitality.



AVERY-KNODEL

Radio and Television Station Representative

Offices in: New York • Atlanta • Dallas • Detroit
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soundings

Radio Public Service Activity Grows in Frequency and Variety

No longer a step-child of station operation, radio public service activity has become a full-fledged partner in program scheduling. This has brought about public interest fare more diversified in nature and more frequent in appearance. These highlights are part of U.S. RADIO's second annual documentation of *Radio in the Public Interest* (see p. 20), illustrating activity in three basic areas—editorializing, news and community service.

Public Service Conference To Accent Changing Society

The theme for the fourth Conference on Local Public Service Programming—"changing craft, changing community and changing world"—will explore fresh approaches and subject matter for stations to incorporate in their public interest programming and activities. Sponsored and produced by Westinghouse Broadcasting Co., the four-day session will open April 9 at the Pittsburgh-Hilton Hotel, Pittsburgh. Among the many features of the conference will be two "glamour" panels, one composed of economists, sociologists and representatives of official Washington and the other comprising performers and talent.

BTS and Mutual Believe Spot and Network Sales are Compatible

Based on the belief that spot and network radio sales can be compatible, Broadcast Time Sales, radio-only representative, since the middle of February has been selling time for Mutual Broadcasting System, radio-only network, in major cities outside of New York. Both Robert Hurleigh, MBS president, and Carl Schuele, BTS president, expressed the belief that while their action breaks with tradition, the incompatability of spot and network sales is a "myth." BTS says it will continue to represent stations on a spot basis.

San Francisco Market Slates Heavy Radio Push

San Francisco Radio Broadcasters Association, a coalition of a majority of Bay Area stations, is looking forward to an aggressive year of market selling. With the appointment of a full-time executive secretary, Harriet Feinberg, the association expects to increase its market selling concept which it launched last year with the presentation, by five station managers, of the Bay Area market facts in eight major advertising centers.

Radio Free Europe Campaign Receives Heavy Support

An estimated three billion impressions, at least equalling last year's mark, was expected to be recorded as the nation's broadcasters went to bat for Radio Free Europe the first two weeks of this month. Objective of the drive was to increase dollar support for the Radio Free Europe Fund (formerly Crusade for Freedom).

Washington Will be Scene of July Farm Director Session

Against a background of agricultural problems, the nation's farm directors will hold their annual mid-year convention in Washington from July 10 through July 12. George Roesner, KPRC Houston and president of the National Association of Tv & Radio Farm Directors, declares, "We are looking forward to going to the nation's capital to get a first-hand report from that vantage point for our listeners back home."

Los Angeles is size 98, extra large. When you want to cover it with radio, don't settle for something with the sleeves too short. Before fussing with style, consider the cut of the coat. KFWB is big, big, big radio. More of your customers listen to KFWB than to any other station in metropolitan Los Angeles. Hooper says so (18.7% audience share for Dec. '60, Jan. '61, total rated time period). And Pulse says so (16.5% audience share for Dec. '60, Mon. through Sun., 6 a.m. to midnight). It's pretty obvious. There just isn't any substitute for audience. **KFWB / 98**

James F. Simons, Station Manager
Represented by John Blair & Co.

CROWELL-COLLIER
BROADCASTING CORPORATION
First in Contemporary Communications
Robert M. Purcell, President

KFWB
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A Sound Citizen of Los Angeles

time buys

Armstrong Cork Co.

Agency: *BBDO Inc., New York*

Product: FLOOR COVERING

A new product, Accolon, brings Armstrong Cork into radio next month in 15 markets. Frequencies will hit 25 spots a week for two flights. Hope Martinez is the timebuyer.

Beech-Nut Lifesaver Co.

Agency: *Charles W. Hoyt Inc., New York*

Product: BEECH-NUT COFFEE

Mid-February marks the start for a heavy campaign for Beech-Nut. Between 30 and 40 markets were bought for an 18-week campaign that will run in two flights. Both minute spots and IDs were bought, with placement during daytime and evening periods. Beech-Nut markets its coffee in the East, going as far West as Detroit. Virginia marks the southern terminus for distribution, except for a few markets in Florida. Frequencies range from 45 to 300 spots per week in each market. Doug Hamm is the timebuyer.

Brown & Williamson Inc.

Agency: *Ted Bates & Co., New York*

Product: CIGARETTES

For the first time in five or six years, Brown & Williamson is back in spot radio. And it's not playing favorites among its brands either. Schedules start February 20 for Viceroy, Kool, Kentucky King and Bel Air brands. Placements will run for 52 weeks in over 100 markets. Nearly 300 stations are in on the buy, with 50 spots a week going to each market. Commercials will run in traffic times, weekdays and weekends. Some spots will be ET's, others live, some a combination; but all are minutes. John McCormick is timebuyer.

Brown & Williamson Inc.

Agency: *Ted Bates & Co., New York*

Product: SNUFF

Tube Rose Snuff opens a spot radio campaign late this month in the southern half of the U.S. Some 50 markets will carry the campaign with a 52-week contract. Timebuyer is John McCormick.

Candy-Grams Inc.

Agency: *Cole, Fischer & Rogow Inc., New York*

Product: CANDY BY WIRE

A pre-Valentine push for candy by wire consisted of 200 spots in two weeks, shared by Mutual and ABC. Minutes and 30's were placed in news adjacencies where available. The company's budget is reported to be $200,000 a year, most of it earmarked for radio. Following its pattern of pre-holiday buying, look for another flight sometime before Easter, April 2.

Charms Co.

Agency: *Needham & Grohman Inc., New York*

Product: CHARMS CANDY

Charms will renew its schedules just ended in New York, Chicago, Boston and Philadelphia for another 52 weeks. Several new markets are being considered for testing. Buying contact is Harry Ledingham.

Cook Chemical Co.
Real Kill Products Div.

Agency: *Del Wood Associates, New York*

Product: PESTICIDES

This spring more than 200 stations in 150 markets will get the call for availabilities for products with the Real Kill label. The company has distribution in the South, Southwest and Central U.S. Northernmost eastern city to get a schedule is Philadelphia. Running through October, the campaign will emphasize both liquid and aerosol household pesticides, looking for the housewife with daytime minutes. Expected frequencies are 20 to 40 a week. Roland Lesser is the buying contact.

Corn Products Co.

Agency: *Donahue & Coe Inc., New York*

Product: KASCO DOG FOOD

Kasco will go on the air with another flight February 20 in 18 markets. Spots will be minutes; frequencies range from 15 to 20 per week. Overall campaign will run for 13 weeks. Timebuyer is Harry Durando.

Fisher Body Div.
General Motors Corp.

Agency: *Kudner Agency Inc., New York*

Product: BODY BY FISHER

A second saturation spot radio campaign for Fisher Body Div. of General Motors began February 6 in 50 top markets. A repeat of a radio campaign, first in Fisher's history, last fall following model introduction, the present effort is using 300 stations. Frequencies range from 25 spots per week to 65 per week in large markets. Timebuyer is Maria Carayas.

(Cont'd on p. 11)

30 years

...of service to the entertainment industry.

1931
1961

* trademark

THE BEST MUSIC SESAC IN AMERICA

SESAC INC.

THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • N.Y. 19, N.Y.

(Cont'd from p. 9)

Fonda Container Corp.

Agency: *Smith, Hagel & Knudsen Inc., New York*

Product: PAPER PLATES

Availability calls are going out for minute spot openings the two weeks prior to Memorial Day. The campaign will run in 50 markets. Favored days are Wednesday, Thursday and Friday. Timebuyer is Bill Segal.

Genesee Brewing Co.

Agency: *McCann-Marschalk, New York*

Product: BEER

A quart bottle promotion is now on a number of stations in upper New York state, as a sort of season warm-up to the big campaign that will start April 1. As of that date, approximately 100 radio stations will be signed to carry spots through Labor Day. Frequencies will run from 15 to 25 spots per week. Otis Hutchins is timebuyer.

Grove Laboratories

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: MINIT-RUB

Daytime minutes begin in 17 markets on February 20. Placements will be for six weeks, frequencies will range from 10 to 15 spots a week. Some spots will be placed around 7 p.m. news programs. Larry Reynolds is timebuyer.

Pepsi-Cola Co.

Agency: *BBDO Inc., New York*

Product: SOFT DRINK

The largest advertising campaign in Pepsi-Cola history, involving some $34,000,000 for all media, begins this month. All four national radio networks will carry the new Pepsi spots, which replace the "Be Sociable" theme in use since May 1, 1958 (See *Commercial Clinic*, p. 52). The initial radio campaign will run for six weeks, employing 110 spots (minutes) a week. June 1 is the start for an 11-week flight. Local bottler placements are expected to exceed the natioanl network campaign. Timebuyer is Marvin Shapiro.

Policy-Matic Corporation of America

Agency: *Daniel & Charles Inc., New York*

Product: INSURANCE

The push-button age of insurance for land travel is here, and Policy-Matic, it's promoter, will use considerably heavy radio schedules this spring to advertise the service. The company is installing its vending machines in scattered markets this spring, and spot campaigns will break accordingly. A network campaign is also in the plan. Timebuyer is Bernice Stuttman.

V. J. LaRosa & Sons

Agency: *Hicks & Greist Inc., New York*

Product: MACARONI

A 13-week flight begins the end of February in 25 markets. Up to three stations will be used in each market. Daytime schedules will number from 40 to 50 minute spots per week. Len Soglio is timebuyer.

Jacob Ruppert Brewing Co.

Agency: *Warwick & Legler Inc., York*

Product: BEER

First campaign for Ruppert out of Warwick & Legler (their association began January 1) is a heavy spot radio saturation in New England. Placements began in January, and are still being made. When final schedules are drawn up, Ruppert may be in more than 50 markets. Some stations will get 26-week contracts, others 39-week schedules. Traffic times, sports shows and others with a heavy male audience are favored. Distributors are being consulted for best placement of schedules. Timebuyer is Joe Hudack.

Schweppes (USA) Ltd.

Agency: *Ogilvy, Benson & Mather Inc., New York*

Product: SCHWEPPES TONIC

Radio will play a part in the spring campaign for Schweppes, utilizing the agency's famous Commander Whitehead personality. The number of markets and spots has not yet been decided, but it is expected that some fm stations will carry the campaign. The effort will lure gin and tonic and just plain tonic drinkers to the Schweppes label. Timebuyer is Miss Cohen.

Universal-International Pictures

Product: THE GREAT IMPOSTER

This new release opens February 16 in Boston and will open in other U. S. cities over the next few weeks. Universal-International is investing heavily in radio to introduce this picture. Placements are being made through local theaters on a co-op basis. Spots will go on the air three days after the picture starts. In many markets radio will be the only medium used. All spots are minutes. • • •

HOME OF THE GODS: RENT-$1 A YEAR

High on a beautiful hilltop over Cincinnati—silhouetted against the clouds . . . stands historic Mt. Olympus. It is the modern "home of the gods" . . . of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. **Our pride and our privilege.**

Proposed Three-Year Time Limit on Transfers Opposed

Various segments of the broadcasting industry continue to voice concern about the Federal Communications Commission's proposal to automatically hold public hearings on station transfers if the properties have been held for less than three years. The National Association of Broadcasters described the proposal as "artificial and unnecessary." It said that the FCC has authority to deal with so-called "trafficking" in station permits and licenses on a case-by-case basis, and each should be determined on its "own specific set of facts."

NAB Questions Whether Public Interest Will Best Be Served

NAB's views on this matter were included in a statement filed with the Commission which endorsed "the underlying principle" of the FCC's proposed new rules for dealing with frequent transfers of broadcast licenses and construction and modification permits. The statement pointed out that frequent license transfers are a matter of concern "to a stable broadcasting industry." However, referring to the imposition of a time limit the NAB said, "There is no justifiable reason for applying either a per se rule of approval because of the lapse of a specific period of time or a per se rule of disapproval because of the absence of such. The public interest might well be served by a transfer of license within six months. On the other hand, a transfer after a three-year period might not be in the public interest."

Possible Results of Proposal Outlined by Station Broker

Additional opposition to the proposal was made by Paul H. Chapman, president of Paul H. Chapman Co., Inc., Atlanta, station brokers. In his statement to the Commission Mr. Chapman presented 16 objections. Included among these were: "By decreasing the supply of stations available for purchase the net effect of the rule may be the opposite of that intended; it would discourage local ownership; it would discourage owner-operators; it would probably result in concentration of control of mass media; it would discourage investment in stations needing financial rehabilitation in order to better serve the public, the arbitrary rule may be used to sanction transfers against public interest and deny transfers in the public interest."

Debate Continues on Possible Repeal of Section 315

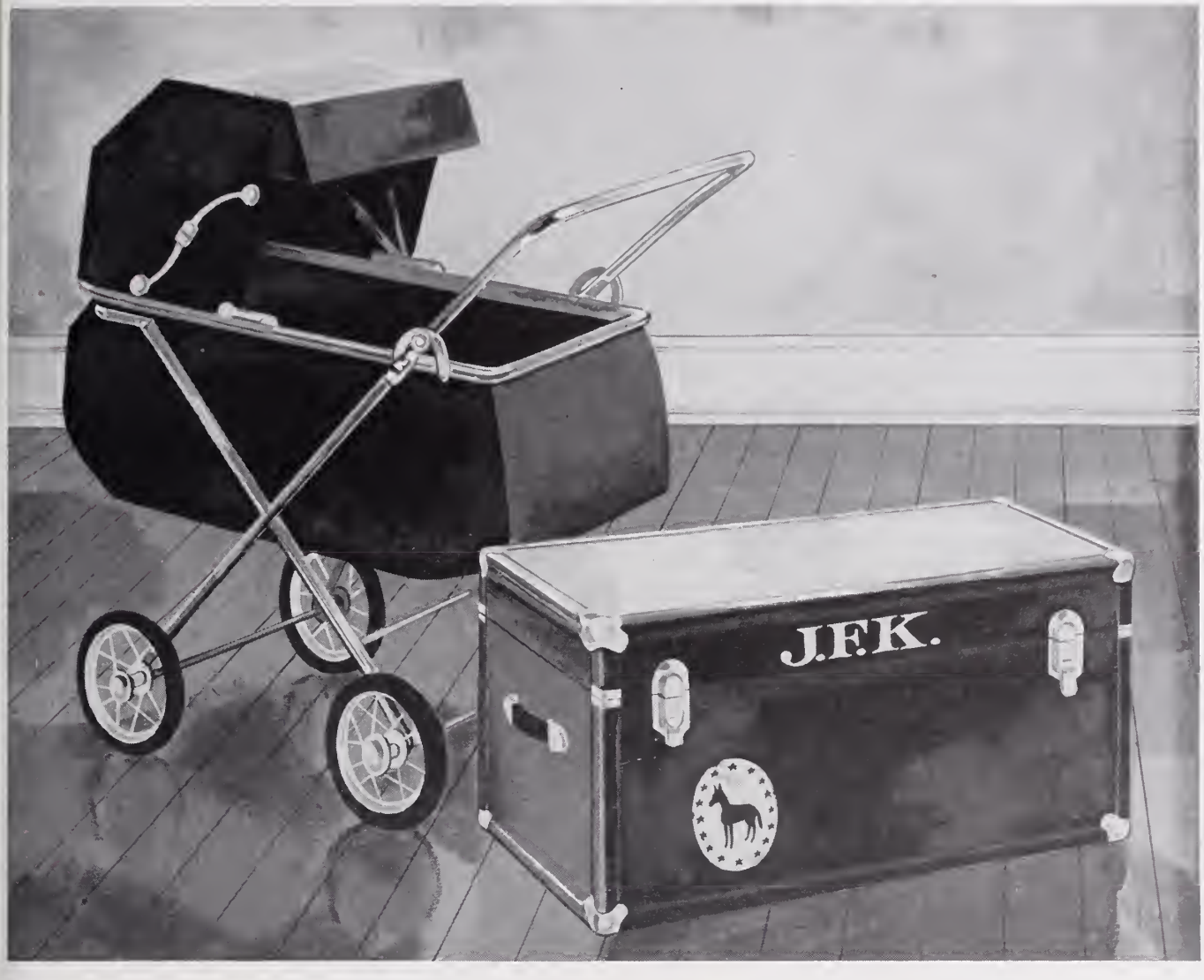
The question of whether or not to repeal Section 315 of the Communications Act is still being vigorously debated. LeRoy Collins, president of the NAB, urged Congress to repeal the "equal time" section in testimony given during a hearing of the Communications Subcommittee of the Senate Commerce Committee. He said that broadcasters, if freed of the "strait jacket limitations" of Section 315, "will be faithful to their public responsibilities and continue to meet their obligations for fair treatment of candidates and differing points of view."

Repeal Would Not Endanger Fair Treatment NAB Head Testifies

Gov. Collins testified that this fair treatment is "now required by the rules and policies of the FCC pertaining to issues of public importance, and these would be operative upon such repeal. If the Congress should feel that such an obligation should be expressed in law, I would recommend that the general standards of fairness and equity now included in Section 315 as applicable to public issues be broadened to apply to appearances by candidates for office as well. Such a standard," the head of the NAB said, "would remove legislative strictures which impede the flow of political speech and would substitute the broad base of overall fairness in handling of all issues of public import."

(Cont'd on p. 16)

(This ad appeared as a full page in Jan. 20 Washington Post and Washington Star)



WELCOME

to the historic house at one end of Pennsylvania Avenue—to the two slightly more hectic Houses at the other end—and to the pleasant, pulsating community that lies in between and all around.

Welcome, *every* member of the new Administration. Whether your duties are top secret or typically secretarial—whether your dining takes you to a supper club or a soda counter—whether your diversion runs to touch football or professional baseball (we've got a new team there, too!) . . . you'll find most people and most things in Washington just about the way you want them to be.

As one good neighbor to another, we'd like to introduce ourselves. Our name is WWDC. Our address is 1260 on your radio dial, 24 hours every day. We are Washington's most-listened-to station from 6 A.M. to midnight, Monday through Sunday.* We provide you with the fastest and most complete local news coverage. We were the first station to present radio editorials on matters of importance to the D.C. area, for which we have been commended by national and local authorities alike. We have what we honestly believe is the friendliest announcing staff in Washington, bringing you the liveliest and best-balanced programming. We are, above all else, "the station that keeps *you* in mind."

We wish each of you well in your important undertaking. And we wish you a warm welcome to Washington. It's a wonderful town.

*Pulse, Inc. 5 County Metropolitan Area Survey -- November, 1960

WWDC RADIO 1260 on your dial 24 hours every day

(WASHINGTON, D. C.—Represented Nationally by John Blair & Company)

the *Silver Mike*

THIS MONTH:

WILLIAM DEAN

Marketing Supervisor
Cunningham & Walsh Inc.

Schooled in Radio, He Learned His Lesson

William Dean, who is one of a Cunningham & Walsh team instrumental in making all-night radio placements for the Texas Co., has been interested in radio since his school days.

A native of Muskogee, Okla., Mr. Dean held down his own radio show while attending Muskogee Junior College. His program was heard on KBIX Muskogee and must have won him many friends, for he was later elected president of the college's student body.

He later moved on to Tulsa University, Tulsa, where he majored in radio in the school of arts and science. He kept pace there, and added a step, when he announced for two Tulsa stations—first KVOO and later KAKC.

After leaving the university, Mr. Dean went into the advertising business as radio and television director for the Paul Locke agency, Tulsa. He later went back into broadcasting with KOTV Tulsa, pioneering as a television disc jockey on what he believes to be the first show of its kind for television. The year was 1947.

He then became advertising manager for the Standard Mortgage Company of Tulsa prior to opening his own advertising agency there, known as Bill Dean Advertising.

In 1950, Mr. Dean became associated with the old William Weintraub Agency (now Norman, Craig & Kummel Inc.) as an account executive, first working out of the Dallas office and later the Chicago office. He then was appointed general manager of Weintraub's Toledo office, where he supervised the Kaiser-Willys account.

Mr. Dean then joined the Lakeland, Fla., office of Benton & Bowles Inc. as field supervisor and account executive for Studebaker.

In 1957, he was named regional merchandising manager for Texaco by Cunningham & Walsh Inc., working out of the agency's Chicago office. He has been in his present capacity as marketing supervisor for Texaco in C&W's New York office since 1959.

He was married in August 1947 to Madelon Black; their wedding was broadcast nationally on the radio program *Bride and Groom*. Mr. and Mrs. Dean now make their home in New Canaan, Conn., with their son and two daughters. • • •

WASHINGTON (Cont'd from p. 14)

Justin Miller Recipient of Distinguished Service Award

Two industry veterans will be presented with awards during the NAB Convention in Washington, D. C., May 7 to 10. Justin Miller, former NAB president and one-time law school dean, will be the recipient of the organization's Distinguished Service Award, in honor of his contributions ot broadcasting. In addition to serving as president of the association, Judge Miller also served as chairman of the NAB board of directors and as general counsel until 1954. He still serves the organization as a consultant. The Distinguished Service Award was instituted in 1953, and is presented to an individual "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

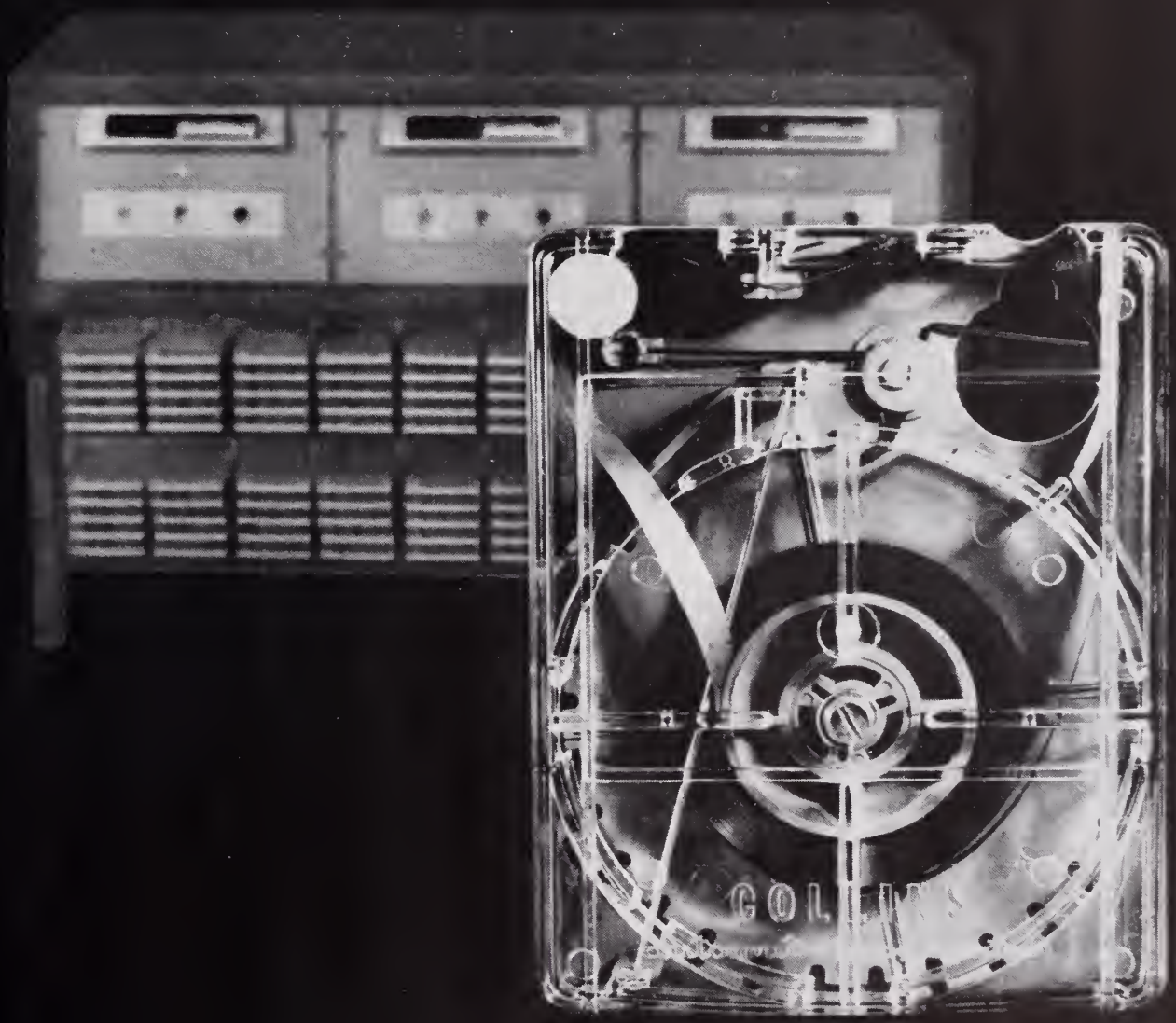
Industry Veteran to Receive Engineering Achievement Award

The third Engineering Achievement Award will be presented to Raymond F. Guy, retired senior staff engineer for the National Broadcasting Co., at a luncheon to be held during the NAB's Broadcast Engineering Conference, which is part of the association's annual convention. Mr. Guy was selected for the honor by an awards subcommittee of NAB's broadcast engineering conference committee. Now an engineering consultant in Haworth, N. J., Mr. Guy retired from NBC last October after nearly 40 years of service with RCA and the NBC network.

Plans Being Made for Annual Executive Seminar at Harvard

Plans are being made for the third annual executive development seminar for broadcasters which will be held at the Harvard Graduate School of Business Administration from July 9 to July 21. The major objective of the course, according to James Hulbert, NAB manager of broadcast personnel and economics, who will supervise the course of study, is the development of skills used in the analysis and solution of management problems. • • •

More stations rely on Collins Automatic Tape Control than any other two makes combined. Why? Its quality is superior to any other. ◇ Ask for a demonstration. You'll agree with the 600 U.S. radio stations using Collins Automatic Tape Control that it gives better, tighter programming than any other tape unit on the market.



COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

Two new distinguished books come out of BMI's Award Winning Program Series

CONGRATULATIONS! To the more than 1,200 broadcasters who presented these program series over the past several years.

You should feel extremely proud of having played a vital role in the birth of these important books on American history.

LINCOLN FOR THE AGES

76 Distinguished Americans Tell His Story
Edited by
RALPH G. NEWMAN
Published by
Doubleday—**$5.95**

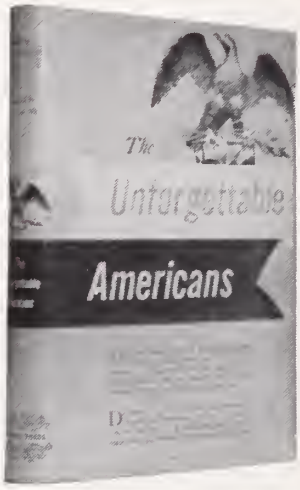
•

Chicago Tribune:
"Contributions are of outstanding excellence."
"Lincolniana of enduring merit."
Fort Wayne News Sentinel:
"magnificent book"

CHOSEN AS A LITERARY GUILD **"Bonus Book"**

THE UNFORGETTABLE AMERICANS

Developed by
ALLAN NEVINS as a Society of American Historians project
Edited by
JOHN A. GARRATY
Published by
Channel Press, Inc.
Great Neck, N.Y.
—**$6.00**



THE AMERICAN STORY

Edited by EARL SCHENCK MIERS
Published in 1956 by Channel Press, Inc.—**$5.00**
ALLAN NEVINS, eminent author, historian and twice winner of the Pulitzer Prize, in his Introduction to THE AMERICAN STORY, writes: "The book is unique, also, in that it grew out of an application of scholarly talent to the mass media...These papers, now somewhat revised, first reached the public over the radio. They were heard by audiences which certainly aggregated millions of people."

BMI

BROADCAST MUSIC, INC.
589 FIFTH AVENUE
NEW YORK 17, NEW YORK

LETTERS TO THE EDITOR

1961 AIRFAX

The radio industry owes the staff of U. S. RADIO a deep bow of gratitude for the masterful job you've done with the December issue.

Here truly is a most valuable day-to-day working "Book of Knowledge" for every salesman in radio.

We are especially impressed with three sections: (1) *1961: Year of Expectation*, (2) *Radio Research* and (3) *Radio Advertisers—21 Strategies*.

If it's possible, we'd like to purchase 100 extra copies of this issue. These will be hand delivered to key "decision makers" with our leading national advertisers.

All of us in radio are starting the New Year with a great deal of additional pride in our medium, thanks to you.

Carl L. Schuele
President
Broadcast Time Sales
New York

Just a brief note of congratulations on your fine issue of December 1960.

Mark Olds
Program Director
WNEW, New York

Congratulations on your December 1960 issue. It contains practical and very helpful information for all broadcasters.

I would appreciate having your circulation department sell me a dozen additional copies, if they are available.

Jack S. Sampson
General Manager
KOMA, Oklahoma City

We would like to obtain three more copies of the December issue of U. S. RADIO.

This issue has been very enthusiastically received here, thus the reason for more copies.

Martha Babington
Publicity Dept.
WBNS, Columbus, O.

Corrections

We can understand how some of the call letters you published for stations we represent could have been mixed up when you did such a super job of listing so many stations for so many representatives. Following are the corrected stations: San Bernardino, Calif., KITO; Jacksonville, Fla., WPDQ; Albany, Ga., WALG; Abilene, Tex., KWKC; Victoria, Tex., KNAL.

Lloyd George Venard
President
Venard, Rintoul & McConnell Inc.
New York

Over the weekend, I've had a chance to catch up on my reading, including U. S. RADIO. I read with interest the section on program services.

In the interest of accuracy, however, I would like to call to your attention that two of the shows, *Your Child and You* and *Your Guide to Good Health*, are both distributed by Harry S. Goodman Inc., New York City. Both of these shows are listed a little earlier in the article under this firm.

Alan Sands
Alan Sands Productions
New York

Rice Reply

Thanks for the fine story on River Brand Rice Mills Inc. in your interesting January issue.

Best wishes for increasing success to the magazine.

Samm S. Baker
Executive Staff
Donahue & Coe Inc.
New York

Russian Request

Remember the George Skinner study, *The Nuts and Bolts of Radio*, from your October 1959 issue?

The requests have never stopped coming for copies of George's manual, from all over the world, including Israel, Australia, Japan . . . and now, from Moscow!

Ken Klein
Public Relations Director
The Katz Agency Inc.
New York

WHLI
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

AUTO STORE SALES*
$409,707,000
SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Studebaker
Valiant

*Nassau-Suffolk (Sales Management 1960)

Over 400 top advertisers chose WHLI in 1960. Will you be on the "preferred" list in 1961?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

Stations support move to report programming to FCC in narrative form as U.S. Radio takes second annual look at . . .

RADIO IN THE PUBLIC INTEREST

Radio performs in the public interest in myriad ways.

Although 1960 started with accusation and innuendo leveled at some stations for certain commercial and programming practices, the year ended in a triumph for the creditable job the medium performed by virtue of its election coverage and analysis.

Never before in the history of the sound medium did stations provide such in-depth interpretation and widespread reporting of national and local campaigns, their issues and their personalities.

Above and beyond the coverage given to this major event, 1960 will also be recalled for the general expansion in news fare, information, general services programming and community involvement. These features, of course, are the kind that most people—government officials, advertising executives and listeners—are accustomed to taking for granted.

What is public interest programming? And how is it measured?

These two questions seem to "stump the experts."

A precise definition of public interest or public service programming appears thus far to have evaded capture.

Like the crash of thunder, public interest programming and activity can be easily recognized, but not as easily defined.

Clair McCollough, chairman of the policy committee of the National Association of Broadcasters and head of the Steinman Stations, voices this NAB view:

". . . the responsibility of affirmatively determining what is the public interest, community by community, belongs to the thousands of station executives and personnel who daily serve these audiences.

"We must presume that the licensee has a better way of measuring the public interest than anyone else may have. He is aware of the competitive program-

A Look at the Record

Radio's status as a focal point of community service has been considerably embellished over the past year. The discharge of public interest responsibilities — once considered a stepchild of station operation — has emerged as an integral part of top-level decision-making.

A look at the record, as reported by stations returning questionnaires to U.S. RADIO's second annual sample study, shows impressive gains that have been made in community relations and listener awareness of the world in which he or she lives.

Enlargement of news activity, editorializing, community participation and support for hometown projects and funds are parts of the exciting story of Radio in the Public Interest.

This past year, particularly, radio stations have exhibited a growing enthusiasm in the role they play as vital communications media. A change in attitude has appeared, interpreting public interest fare and/or activity as a key element of a station's programming schedule—not as something that is "clipped and pasted" merely to meet FCC requirements.

The entire feature section is devoted to illustrating radio's public interest record in three main areas of activities—editorializing, news and community service.

ming on other stations in his community, whether radio or tv, of the service offered by the published media, the community's various educational institutions and the ethnic composition of his audience. All of these factors play a part in his judgment of the fashion in which he must satisfy the public interest through his facility. . . . The (Federal Communications Commission) has not been given authority to try to change or mould the public taste to suit its own notions."

In U.S. RADIO's second annual survey of *Radio . . . in the Public Interest,* Robert Mason, general manager of WMRN Marion, O., asks, "What really is 'public service' programming?"

He says, "The commission can't agree on an interpretation and certainly the stations themselves do not seem to have the same concept. Would you call a high school graduation broadcast 'public service'? We do, even though we have it sponsored.

"All I can say is that we do a tremendous amount of what we call 'public service' programming. Somewhere around 20 to 25 percent of our talk programs are 'public service' if you want to include road and weather conditions, and similar items, even though they are sponsored."

One thing seems to be clear, however. The industry accepts the idea that public service programming *can* be sponsored. This applies to public interest fare in all its forms—news and information, community service activity and even editorializing.

The question arises, too, as to "how is public interest programming and service measured?"

Should it be measured by the number of hours and announcements devoted to it? Should it be gauged by the effort and manpower utilized to make the program or campaign successful? Should it be considered in the light of the results, whether measured in terms of impact or money collected for a fund or cause, or increasing listener awareness of the world in which he or she lives?

It would seem ideal that any measure of station public service activity should include elements of all these things.

According to questionnaire returns to U.S. RADIO's survey, here are public interest performances for the average station in each of three market categories. These figures measure the number of programming hours and the number of announcements of public service activities of the average station replying to the survey.

- Average station in markets with a population up to 499,000 programmed 444 hours in the public interest last year and aired 7,620 such announcements; when added together these had a dollar rate card equivalent of $59,632. For 1961, this average station expects to increase public interest hours to 451 and announcements to 7,780.
- Average station in markets with a population between 500,000 and 999,000 broadcast 602 hours of programming in the public interest in 1960, with 8,391 announcements; the equivalent dollar value for both was $121,898. For this year, hours of public interest programming for the average station are expected to rise to 623 and announcements to 9,467.
- Average station in cities of more than one million in population aired 848 hours of public interest fare in 1960 along with 16,312 announcements; these had a dollar equivalent value of $482,304. For 1961, hours of programming in the public interest for the average station are expected to increase to 911 and announcements to 16,415.

At present, the only official accounting a station has to make of its public interest activity is a composite-week percentage breakdown of programming in various fixed categories.

There is a strong industry movement afoot to broaden the FCC requirement to include a narrative report by stations of their public interest functions.

The NAB has been a very vocal advocate of the measure. The association's view is that "submission by the broadcaster of a percentage breakdown of his programming is unrealistic and unnecessary."

It is also the view of NAB that the commission "could ask the broadcaster what he had done to determine the desires of the responsible elements in the community which he serves—and having reached a logical decision on the needs of his listeners or viewers—in the light of all other services available to them—the broadcaster alone might then shape the programs of his station."

Mr. McCollough declares that "It is most encouraging that the commission's conclusions on these program . . . matters stated that it is the obligation of the licensee to pursue a diligent, positive and continuing effort to discover and fulfill the taste, needs and desires of his service area.

"The commission may revise its application forms to require of the applicant a narrative of the measures he has taken and the effort he has made to determine the taste, needs and desires of his community or service area—and the manner in which he is meeting them.

"What this means in essence—presuming final favorable FCC action—is that a broadcaster will be able to forget about percentages, or most of them, and organize his programming structure to meet the needs and desires of his community in light of other services that are being provided for community use."

Most of the stations replying to the U.S. RADIO questionnaire survey indicated they were very much in favor of the proposed narrative format. The remarks directed against the proposed narrative form do not criticize the idea itself, but are concerned with the extra amount of work that would be involved in preparing such reports.

"This allows the station to go into greater detail and to cover projects not included in the 'composite week,'" states Jack Wagner, program manager, KNBC San Francisco. "Also, the effectiveness of the service should be considered."

Support for the narrative approach because it considers results and effort is explained by Dick Embody, program director, KGGF Coffeyville, Kan. "Numbers are only half a story. In public service how do numbers explain an appeal for a needy family burned out of its home or the hospital asking for a special type of blood. We say that we programmed 150 hours of public service in 1960, but that doesn't tell you that approximately 100 hours of that time was station-produced programs dealing with local affairs, farm activities, special drives, among other features."

Robert Dunville, president of WLW Cincinnati, emphasizes how the true picture of a station's public service activity is not presented clearly or accurately under the present system.

"The present composite-week percentage report does not accurately reflect the true nature and scope of the programs included in this percentage and does not allow to be stated the real service the station is fulfilling in meeting its obligations to serve the community interest, convenience and necessity. Neither does the composite-week percentage report allow consideration for special programming which is not typical of the broadcast week throughout the year. . . .

"Neither does the percentage report give consideration to the cost of research, writing, production and talent in producing programs in various categories, nor to the true type of some public service programs.

"For example," continues Mr. Dunville, "each summer WLW broadcasts an hour weekly of the highlights of the Summer Opera. The Cincinnati Sumer Opera is the second oldest grand opera in the U.S. and the company performs on the stage of the outdoor auditorium at the Cincinnati Zoological Gardens for a month in early summer. WLW presents one hour of programming each week taken from the actual performances at the opera.

"To broadcast this opera, it is necessary to incur four to six hours of engineering time merely to record the whole opera score as it is being performed. Additionally, it is necessary to spend six to eight more engineering hours under the supervision of an assistant director of the opera to edit the whole score down to an hour's broadcast time. This time and talent is necessary to preserve the story and musical continuity of the opera. WLW goes further as it is also necessary to write the running commentary to retain the continuity of the opera as it is broadcast.

ENTERTAINMENT OR PUBLIC SERVICE?

"And then," states Mr. Dunville, "all this ends up merely as a percentage in the broadcast 'entertainment' category. There is little quarrel with the necessity of preserving and fostering our cultural heritage by broadcasting opera; however, when the station performs this service to the community, and reports it to the FCC, it must be classified in the 'entertainment' category—along with less cultural, less costly programming. Consequently, the station receives no credit for performing a public service—but instead must defend its preponderance of entertainment programs.

"We at WLW sincerely believe," concludes Mr. Dunville, "that a truer picture of this sort of programming could be shown through use of a narrative, qualitative form of reporting to the FCC."

Stephen Labunski, vice president and general manager of WMCA New York, explains the station's stand in favor of a qualitative report. "The government has at its disposal a large body of information

on broadcasting. But, unfortunately, much of it—with regard to programming—is irrelevant, unenlightening and almost always incomplete. It fails to take into account the really significant facts about radio 1961—that today's radio stations, for example, have developed numerous techniques for increasing the effectiveness of their service to their listeners, to the communities they serve and, of course, to the advertising economy.

"That a quiet revolution in radio programming has taken place over the last 10 years or so would not be apparent to readers of FCC forms, were it not for the widely recognized facts of life. Radio today is bigger, more prosperous, more competitive and more vital as a force in American life than it ever was in what were considered 'the good old days.'

"The increased use of minute-to-minute news and public service in a setting of popular music is but one example of the kind of new program technique which is not reflected in government questionnaires," states Mr. Labunski.

"Under some old concepts, the ideal 'public service' program was 15 minutes or a half hour of sustaining time and it somehow followed, therefore, that most sustaining programs were 'good' and commercial programs 'bad.' It is doubtful, however, if a half hour of music 'brought to you by the Red Cross' is necessarily a greater 'public service' than a fully-sponsored half-hour discussion program on juvenile delinquency. *It is not the sponsorship which matters, but the program content.* Moreover, such things as the vast number of daily program featurettes and brief spots on traffic safety, health information and charity solicitations, spaced for maximum exposure throughout the broadcast week, go largely unnoticed in the FCC's apparent pre-occupation with out-dated forms.

"Yet, operating a station 'in the public interest' suggests the presentation of material in such a way that it will interest the public," states Mr. Labunski. "This requires modern techniques which fit radio listening habits."

Similar reasons are expressed by Duncan Mounsey, vice president and general manager, WPTR Albany, N. Y. "We are in favor of the narrative form because the present 'numbers' system has no relation to modern, independent radio."

WIST Charlotte, N. C., which relies to a great extent on public service announcements, also believes the narrative approach is preferable. Douglas Bell, program manager, declares, "We are in favor of the qualitative form because one 1-minute locally-produced public service spot may take hours of time for planning and recording."

In addition to the time and effort involved in a public service campaign, WKY Oklahoma City emphasizes the value of the narrative form because it can show the *results* achieved. Merilyn Shaw, public service director, says, "Numbers alone are grossly incapable of explaining the significance and success of the time and effort which is devoted to the service of our city and state.

"To illustrate, let me ask which of the two methods should be used to describe WKY's efforts in 1960 on behalf of the Santa Claus Commission? Reporting our contribution as 100 announcements or stating that our cooperation resulted in a $730 flood of contributions to bring yuletide happiness and toys to unfortunate children in our area?

"Were we able *to demonstrate* to the FCC our actual on-the-air appeals and announcements—and the response—the 'numbers' system would undoubtedly pale into insignificance in comparison with the publice service impact of our daily activity." • • •

Public Interest Performance

The following figures are based on questionnaire returns to the U. S. RADIO survey. The dollar equivalents for public interest programming are based on station rate cards:

	Average Station In Markets of Up to 499,000	Average Station In Markets of Between 500,000 and 999,000	Average Station In Markets of 1 Million or Over
Hours of Public Interest Programming in 1960	444	602	848
Expectations for 1961	***451***	***623***	***911***
Number of Announcements in 1960	7,620	8,391	16,312
Expectations for 1961	***7,780***	***9,467***	***16,415***
Dollar Value for 1960 Based on Rate Card	$59,632	$121,898	$482,304

ELECTION QUESTIONS are answered by Eleanor Roosevelt, guest on KMOX St. Louis *At Your Service* program, aired four hours daily. Standing is Robert Hyland, gen. mgr.; at left is Jack Buck, announcer. Four-hour block is part of seven-hour talk schedule.

Editorializing on radio is gradually becoming a staple of programming content. With the growing emphasis on news and community awareness, many stations are finding that the editorial is an effective means of building leadership and recognition.

In a more basic light, the editorial is a way of showing that the radio station is a "thinking organism" of communication.

The radio editorial takes many forms. It is as brief as one minute or as long as 25 minutes. It deals with support for a fund drive, a local civic problem, a national or international political issue or even the support of candidates running for office.

The radio editorial is broadcast once a day, several times a day, once a week, once a month or sometimes only when a station feels that a special issue is raised that demands such treatment.

According to a survey of its members by the National Association of Broadcasters, about 60 percent of the radio stations editorialize either occasionally or regularly. The extent of editorializing seems to vary with the size of the station. For example, the NAB survey shows that 71 percent of the small stations editorialize, 59.6 percent of the medium stations do and 48.5 percent of the large stations editorialize.

Similarly, there is a great deal of difference among stations regarding the extent of editorializing. Among the small stations responding to the NAB survey, 56.4 percent editorialize occasionally and 14.6 percent regularly; for medium stations, it is 48.1 percent occasionally and 11.5 percent regularly, and for large

Stations that take on-air stands find they have direct effect on community thinking and action, proving there is such a thing as . . .

EDITORIALIZING

stations, it is 37.1 percent and 11.4 percent, respectively.

Although many people often become involved in the creation of an editorial, the manager or general manager of the station delivers the editorial in 67 percent of the cases, according to NAB. Next comes the news director or editor who gives the editorial in 34.8 percent of the situations.

Most stations which do give air to their views provide an appeal for action. The NAB report states that considering all stations which editorialize, whether regularly or occasionally, 50 percent of the small, 55.7 percent of the medium and 80 percent of the large stations make a specific plea for action.

Most stations have found, too, that editorializing has little adverse effect on station business. A large majority of all stations—70.6 percent—report no effect on business from editorializing; only 1.6 percent state they lost business, while 27.8 percent say they gained.

Stations that editorialize also adhere closely to rules of fair play. Nearly 80 percent seek out opposing views in many different ways (on-air invitation or by phone or letter); 15 percent offer time if it is sought, and only one percent of stations report they do not seek opposing views.

The following are illustrations of the methods and experiences that various stations have had with editorializing, as reported in station questionnaires. These examples show the many varied approaches stations use and the different sentiments on content and subject matter.

WRBL Columbus, Ga., has an editorial feature called *Personal Opinion,* which it runs three times daily, five days a week. "This has been the best received feature ever used on the station," WRBL reports.

"Commentary recognizes two-state coverage area and does not, therefore, confine itself to local issues entirely. Station does not seek to start controversy for the sake of audience building. No name calling, no sensational approach. In spite of avoidance of 'colorful' technique, editorials have big audience.

"We prefer to convince by explaining the issues fairly, unemotionally. Some stations avoid national issues. We use them, feeling that localities have an investment in national and international affairs. We use this type of material, however, only when the subject matter can be readily understood within *three-minute limit* assigned to the program.

"Editorials are identified as representing the viewpoint of station management. They are aired by the director of public affairs. Copies are mailed to all persons who may be concerned with the issues discussed," the station adds.

An indication of the stature attained by radio editorializing is a campaign being conducted by WWDC Washington to get ratification of a constitutional amendment that would permit District of Columbia residents to vote for president and vice president.

The station has urged all stations that editorialize to support the proposed amendment with on-air views. In a dramatic plea, WWDC has pointed out in a letter to stations that last November 8 the 763,000 residents of the district did not—and could not—go to the polls. Ben Strouse, station president,

DONOR GIVES blood in WEJL Scranton, Pa., studios as Bill Pierce (r), air personality, interviews him. More than 1,348 pints have been donated in Bloodmobile while stationed at WEJL.

RESULTS

EDITORIALIZING

advised his fellow broadcasters that Congress has approved the submission of the amendment to the states, with ratification by 38 states necessary for adoption of the measure.

In taking the battle to stations that editorialize across the country, WWDC has enclosed a suggested 60-second editorial as well as a carefully-researched fact sheet that explains the status of the amendment, its purpose, how it would affect the various states and the district, and a history of the voteless tradition.

Mr. Strouse has appealed to stations to editorialize on the issue, if they believe in its merits, so as to influence state legislatures which must pass in favor of the amendment's adoption.

PRESIDENTIAL CAMPAIGN STAND

WMCA New York, among the first stations to editorialize, stirred up a beehive of activity and comment last fall when it took a stand on the presidential contest.

In what is credited as the first time a station broadcast an editorial supporting a White House candidate, WMCA came out in favor of the then Senator John F. Kennedy. On October 26 and 27, Nathan Straus, chairman of the board, delivered the endorsement. The editorial resulted in a great deal of comment, pro and con. In fact, Senator Thruston B. Morton, Republican national chairman, filed a formal demand for equal time.

But the station had already offered Republican presidential contender Richard Nixon and his running mate Henry Cabot Lodge an opportunity to reply. Ambassador Lodge accepted the invitation and replied to Mr. Straus' editorial on November 7. WMCA ran full-page advertisements in New York newspapers before *both* broadcasts in an effort to give equitable treatment to both points of view.

At KCBS San Francisco, the editorial accent is on community affairs. During 1960, the station says it aired 31 editorials. In cases where groups in the community differ with the conclusion of an editorial, a spokesman is given the opportunity to reply on the air. Five such replies were aired last year.

KCBS broadcasts each editorial three times a day (generally at 8:10 a.m., 5:55 p.m. and 9:10 p.m.). When a group presents a countering position, it is broadcast at the same time as the original station editorial. The editorial topics cover a wide area of community life. Some offer constructive criticism, while others endorse projects and persons in northern California.

During 1961, KCBS says it will continue to take a responsible position on local matters. And although the station does not plan to air these messages on a regular schedule, it expects to editorialize each week on issues it believes of major importance.

The radio and tv stations of the Taft Broadcasting Co. have been editorializing on a regular and continuing basis for the past year. The group has just laid plans to enlarge the scope of the editorial function for WKRC-AM-TV Cincinnati through the appointment of an editorial director, Pat Boisseau, and the naming of an eight-man editorial board to establish and shape policy.

Under the new policy, editorials on the radio station will be broadcast four times daily, where formerly they were aired only on Monday. This schedule allows for 16 more radio editorials. The board will meet weekly to develop and approve the editorials. Mr. Boisseau, a member of the board, will be responsible for the research, writing and delivery of the WKRC editorials. However, when editorial subjects are developed for delivery by all Taft stations, they will be presented by L. H. Rogers, operations vice president.

As to editorial content, Taft policy does not support specific candidates for public office nor political parties, platforms or credos. Over the past year, editorials have covered such things as government control, foreign affairs, fluoridation, juvenile delinquency, problems in education, Jimmy Hoffa and outer space.

KFMB San Diego describes itself as having "recently entered the extremely serious field of editorializing." Like most stations that editorialize, KFMB reports it does not take lightly its obligation of fairness to the public.

"Much research and many hours are spent in preparing these editorials. KFMB presents the issues in clear and concise language. Then the arguments for and the arguments against each proposition are outlined. Then, and only then, do we present our editorial—prepared and delivered by management." The station also declares that it "editorializes, but not indiscriminately." Its efforts are directed at informing listeners and influencing them "to vote in a manner which will in the end result in better living conditions for them."

EFFECT ON LOCAL ISSUES

KFMB believes that its efforts have had effect on several local issues. It editorialized on behalf of deeding an expensive section of land to the Dr. Jonas Salk Research Center and the issue was overwhelmingly endorsed, it states. Also, during last year's general elections, the station editorialized on state and local propositions—such as "yes" for a water bond issue and "no" for a state senate re-apportionment measure—with considerable success, KFMB reports.

For more than three years, KFH Wichita, Kan., has been editorializing on a regular basis. These on-air opinions deal generally—but not exclusively—with issues of community-wide interest. A recent editorial deploring the "adult" type of movie fare being

shown in Wichita brought forth a flood of comment on various sides of the problem, reports the station.

As a result of this particular editorial, states KFH, a number of citizens representing a cross-section of the community, and several clergymen, banded together to launch a move for better movies in Wichita.

KFH editorials are selected by a four-man policy board that meets weekly to discuss the editorials to be prepared for the week. After the subject matter is researched by various members of the news department, the editorial is written usually by the news director and sometimes by a station newsman. It is then submitted to the station manager for approval and recording and is broadcast at least eight times in various parts of the broadcast schedule. The editorial is not broadcast within newscasts (except during the 30-minute evening show *Newsarama*), but is usually placed in close proximity to the news shows.

LISTENERS GET CHANCE

WPBC Minneapolis has for several years included daily commentaries and editorials in its schedule. Some of these are part of newscasts, while others are entirely separate.

As part of its overall editorial policy, WPBC allows its listeners a chance to express their opinions on "hot" issues via telephone. These are broadcast unedited.

WOOD Grand Rapids has been editorializing with regularity and has been able to record direct results from its efforts. In one case, the station disclosed that candidates in city elections were spending more on campaigns than allowed by law, that some candidates received and spent anonymous donations contrary to law, that some expense accounts were inaccurate and that most candidates didn't file expense accounts before the deadline prescribed by law.

This past year a county prosecutor advised each candidate of the law and that violations would be investigated. Despite this, WOOD informed its listeners that almost 50 percent—37 out of 79 candidates in the primary election—had not filed expense accounts by deadline. Although the station complimented the prosecutor for his efforts, it still urged action in finding out why those candidates ignored the law.

WOOD reports that the day after the editorial the prosecutor demanded that the missing expense accounts be filed immediately. Within three days, all candidates reportedly complied.

Although many stations seem to be leaning in the direction of editorializing with some regularity once they get the "feel" of it, there are also many others who believe a radio editorial should be saved for a special issue.

Robert Nickles, general manager of KFAL Fulton, Mo., declares, "We do not at present editorialize on a regular basis. This we feel is desirable, since to produce an editorial every day requires a great deal of preparation for which we do not have the time, space, personnel funds at present. I do not think that just because the FCC has decided to turn on the faucet, that out of all broadcasting there should flow a tremendous editorial stream.

DOCUMENTARY ON pornography is 13-part series prepared by KDKA Pittsburgh. Here Bill Steinbach, KDKA, interviews Rep. Kathryn Granahan (Pa.), sponsor of legislation to fight pornography. Series is a quarter-hour long.

"It is not that simple. I believe that the FCC has demonstrated that it does not really intend untrammeled editorializing so common to newspapers and which people are conditioned to and expect if you are to editorialize on a day-to-day basis. So far, such editorializing as has been done on KFAL has been only as the occasion demands, a well-articulated expression of what is a public need," he continues.

"We have, in the past, supported a new county hospital (carried); new school buildings (carried after two defeats); a new recreational area (carried); improved city streets and lighting (carried); a strong local safety council (carried), and many other similar projects."

As observed, it has been the experience of most stations editorializing that results can be seen and measured.

WAJR Morgantown, W. Va., reports of editorial success in a fund-raising drive. The station adopted a strong editorial stand in favor of the United Fund. The county had never previously reached its goal. But the 1961 goal has been reached 130 percent.

The station reports that the "United Fund committee stated part of the credit must be given to radio for the part it played in conjunction with other media in helping this year's goal to be reached and surpassed." • • •

DEMONSTRATING radio's mobility is this WIL St. Louis mobile cruiser dispatched to the scene of the fire by the station's "Action Central" news bureau. Mobile cars outfitted with remote control units are now standard operating equipment with many stations.

Today, John Q. Radiolistener has at his fingertips a more complete source of news reporting and news analysis than at any other time in the history of communications. Turning the dial of his radio will not solve the ever increasing world tensions, nor will it eliminate the complexities of living within his own community. But it will offer him a greater understanding of these complexities and tensions than it has in the past.

No longer content with a passive observance of the issues at hand, John Q. now demands his news "in-depth." He asks for an analysis of the situation, not just a report on it. He asks, "Let me hear my neighbors' complaints. What response will the leaders of my community give to these complaints? What is the town council, the state legislature doing to improve my way of life?"

And the local radio broadcaster is attempting to meet his responsibility to feed this insatiable curiosity.

In a survey of radio news techniques by the National Association of Broadcasters, a trend toward more extensive, broader news programming is shown. (Because the 1960 report is the second such survey made, the first being made in 1953, comparisons of news programming today to that of seven years ago have been made.)

In one of its conclusions, the NAB states, "The stations, themselves, are offering a greater coverage of news (local and network). The small station (up through 250 watts) now offers an average of two and a half more hours of all-news programs a week than it did in 1953; the medium station (500 through

A new look at station operation shows vast expansion in news and talk programming; the report below documents highlights of . . .

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5,000 watts) approximately the same increase in hours, and the large stations (10,000 through 50,000 watts) two more hours of all-news programs per week.

"Their increases in local programming devoted to news are even greater: two and a half hours more offered by small stations, one hour more by medium stations and three hours by large stations. All stations on the average have considerably increased their coverage of local area news. . . . Their increases . . . are substantiated by the fact that 81 percent of all station managements reporting felt that news programming is more important today than it was five years ago. . . ."

The report goes on to say . . . "indications are that small and medium stations are making more extensive efforts to dig out local news, and this by reason of the findings that a larger percentage of small and medium stations have more reporters today than they did seven years ago. All in all, the indications are that the importance of news has increased rather than lessened."

With medium and small stations, expanded local news has taken a leading role in the overall news picture. Indicative of the general concensus is this one comment submitted to the NAB by a broadcaster, "The value of local news goes beyond the sponsorship of such programs—to the building of our station's total audience, adjacencies, sales, etc. It builds respect for radio in its community; the station itself becomes an integral part of the community life."

Representative of the current expansion in news is a report by WCCO Minneapolis. The station states it considerably increased its news output during 1960. It reports, "[we] now offer a total of 420 news and news-related programs per week. Of these, 283 are locally originated broadcasts and 137 are network programs. An important feature of WCCO news broadcasting is the extensive use of actuality tapes in news reporting. During 1960, more than 6,000 such recorded reports were employed in bringing a more direct account of the news to our listeners."

An example of how a rural area station keeps its listeners informed is this account by KOEL Oelwein, Iowa. Because of the vast number of communities covered, local news is a prime concern of the station. As part of its service the news department contacts the 14 area hospitals for all admissions, discharges and births. In addition, they contact sheriff offices, highway patrol and police stations, court houses, and city council meetings in 10 communities. The station leans toward the longer newscast as is evidenced by "two half hour news programs daily, along with three 20-minute shows, three 15-minute and three 5-minute casts." Since weather is an important factor in farming areas, the station stresses this aspect of news programming with "five separate weather shows daily, besides the weather report on the regular news programs."

But news reporting is only one aspect of the overall picture. There is an ever increasing abundance of public affairs programming. This would include the interview, the discussion and/or talk and the documentary program.

'TALK' BROADCASTING

One station capitalizes on the public affairs conception of news programming, airing seven hours of "talk" broadcasting a day. The KMOX St. Louis "talk" schedule runs on weekdays from noon to seven, but the main feature begins at three p.m. and is entitled *At Your Service*. Within these four hours is a potpourri of news programming that may range from a book review prepared and delivered by the station's news director, through a comic interview with a baseball star, to an in-depth documentary report on a medical plan for the aged. Throughout, the schedule is interspersed with news highlights reported by the station's local staff, its Washington correspondent and the CBS network.

Because *At Your Service* encompasses so many varied facets of new programming, a brief run-down of the personnel utilized and a typical daily schedule will provide at least a partial indication of what KMOX accomplishes. To guide the general policy of the program as well as determine what specific material will be used each day, the station manager, program director, executive producer and promotion director gather for an hour every morning to plan the day's program and to consider leads for future programs. Assignments are given out to reporters who will conduct on-the-spot interviews via portable tape recorders. Personalities are lined up for future interviews, and special events features are assigned to designated personnel.

In addition, full-time contributors to the program include three announcers, one of whom acts as a

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host-anchorman for the entire *At Your Service* segment. The news department provides a staff of eight, including a Washington correspondent and a sports reporter. In production, one engineer has the responsibility of editing the tapes and airing the show. Finally, there is a group of free-lance contributors such as the sports editor of a local paper, several professors and educators and a local columnist, all of whom deliver capsules from time to time on topics within theeir fields of interest.

According to the station, the first hour of *At Your Service* (3-4 p.m.) is a "press conference of the air." VIP's in the St. Louis area are interviewed by the program moderator on subjects with which the personality is most acquainted. Then listeners are asked to phone in additional questions that are answered on the air. Prominent among the guests who have been heard on the show are the mayor of St. Louis, the two senators from Missouri, the general manager of the Cardinal baseball team and the city's police chief.

The second hour moves over to the lighter side of the news picture, although the station notes that the purpose is still to be informative. Here, short interviews may include a talk with a man who makes toupees, the governor of California interviewing a narcotics user, and an interview with Martin Luther King on Southern sit-ins.

The final segment from 5-7 p.m. is entirely devoted to news that is local, regional, national and world-wide; all presented as local news-in-depth and news analysis, plus features from the CBS network.

Once a week Detroit Mayor Louis C. Miriani appears on WWJ in an informative talk program which relies upon the listening audience to submit topical issues for discussion. According to the Detroit station, "the sessions have led to better understanding of city government, have stimulated action on several problems and given the mayor a barometer for measuring the wants of the people he serves."

Another discussion program entitled *Senior Citizens* examines the problems of old age. Areas covered are: Housing, health, income maintenance, social services and counselling. "In most instances," says WWJ, "experts in the various fields added immeasurably to listener knowledge of the problems of aging." Delving into the documentary style for another news feature, the station ran a series on neighborhood and housing improvement.

WTMJ Milwaukee offers four discussion type programs that probe into the more serious problems of the day. *The Open Question* is run on three Sunday evenings a month. Well-known authorities on various subjects face a panel of local persons who are free to ask what they choose of the guest. On the one Sunday a month that the above program is not run, another panel discussion entitled *Human Rights* is substituted. In this instance, the panel is the authority and the discussion arises from within the group. On Monday nights former Milwaukee Mayor Frank P. Zeidler holds forth on various city government problems. And twice a week a program entitled *Two for the Record* is run for two and a half hours. Here, station personalities discuss different issues, and then request listeners to phone in their questions and opinions on the subject.

A series entitled *Adventures in Ideas* was run over KOA Denver during the past year. In association with the Colorado Woman's College, the station produced this 13-week "talk" series designed to "stimulate the intellectual curiosity" of the school's students (as well as other interested parties). Subjects of a few of the talks were: "The Wonder of Books," "Science and Man," "The Meaning of History," and "The Challenging Role of Women."

1960 was a year that also saw the local station develop in the area of the documentary program. Normally restricted to the networks where the resources are greater, several stations found a way to produce this type of news broadcast and still remain within a moderate budget limitation. An energetic example of a documentary on global tensions was *Our Restless World* presented over WAVZ New Haven, Conn.

In this program, the on-the-spot interview was carried to the far corners of the world. With a portable tape recorder and a ticket that would take him to Japan, Hong Kong, Thailand, India, Turkey and Vienna, Daniel W. Kops, president of WAVZ, embarked on a summer hiatus that carried him to these areas. Mr. Kops' intention was not to get his story from the foreign policy experts but to talk directly with the local people. The station reports, "In every country, he concentrated on talking with the people. He avoided statesmen and ambassadors because they were not part of the particular story he was reporting. He met with seasoned American journalists who briefed him on the local background. Then they passed him on to native journalists who expressed

RESEARCHING for another "in-depth" study of a special news event to be aired over *Probe*, are WKBW Buffalo newsmen Russ Syacuse (l.), Irv Weinstein (c.) and program director Gene Nelson. Program presents one news item a week using a half-hour format.

their country's views. He recorded his interviews, friendly and unfriendly, without injecting any point of view. Mr. Kops returned with a collection of unedited tape recordings, a crowded note book and a kaleidoscope of impressions.

"Based on his material and observations, he wrote a documentary report for each of the six countries. Each was liberally interspersed with tape recordings bringing in voices of the people in the particular country. His approach was that today Main Street USA runs into the outer reaches of New Delhi."

The programs ran about 10 minutes in length and were heard at 1:15 p.m. on Sunday afternoons and repeated again on Monday mornings. In addition, the overall concept was developed into a 30-minute program and was presented to service clubs in the area. To aid the audio-visual department of the local schools, WAVZ provided the tapes for use in the schoolrooms. The basic format was utilized by sister station, WTRY Albany, N. Y., with the exception that that station used its own personalities and geared the content to the listeners of the Albany-Schenectady area.

WMT Cedar Rapids, Ia., reports it ran "Special documentary programs of particular interest to the community and the region, such as two half-hour documentaries on the famous Amana Colonies of Iowa, the first of which was entitled *The Amana That Was,* and the second, *The Amana That Is.* In this type of presentation, tape recordings are made in the field, then edited and produced." The station also noted that this series was broadcast over the *Voice of America* overseas service. Another feature of the WMT public service news programming is the interviewing of important members of the community as well as agricultural experts.

KEEPING its mobile units on the go is this KSTP Minneapolis news dispatching office which holds a constant watch over the twin-cities.

WKBW Buffalo, N. Y., has developed a news-in-depth program that in one instance, at least, utilized the documentary approach to obtain its material. The program entitled *Probe* is designed to examine one news highlight a week. The WKBW news staff researches the incident and presents it in a half-hour format. One example, the station reports, was "after the disastrous crash of an Eastern Airlines Lockheed Electra in Boston, *Probe* programmed "Mourning Becomes Electra."

This study was prepared with the full cooperation of the FAA, Lockheed Aviation and several major airlines.

It contained statements by spokesmen from the Airline Pilots Association, the Federal Aviation Agency, plus senators and congressmen involved in the investigation of air crashes. Portions of the program were taped in the cockpit of the Electra aircraft." This series proved appealing enough to gain a sponsor. The Buffalo office of Mutual of Omaha purchased the series for 13 weeks.

GOVERNMENT COVERAGE

One area especially vital to local news reporting is the activities of the city council, and in some instances, the state legislature. To get news in the making, radio stataions have direct lines to the council and legislative chambers for special broadcasts when major issues are being covered by these ruling bodies.

WSBT South Bend, Ind., maintains a remote line to the local city council meetings. Rather than broadcasting on a regular schedule, the station has chosen to keep an ear cocked for the more important proceedings. In another effort to keep its listeners informed, the station relates that it is currently offering a 15-minute report on the activities in the Indiana State Legislature at Indianapolis. Other public service news offerings include weekly 15-minute programs devoted to the Boy Scouts, veterans and medicine.

"Our current coverage of the state legislature," says KSTP Minneapolis, "is one example of our public service activity. We have a broadcast transmitter located at the state capital with correspondents on duty when the Legislature is in session. Daily live reports, interviews and panel discussions on pertinent developments comprise the phases of this coverage. The reports are used on a news or pre-emption basis and the discussions are of a weekly program type." The station feels that because of heightened activity in the legislature this year, it has a responsibility to keep the public informed of its activities.

WCSH Portland, Me., maintains a live broadcast of city council meetings. While "routine matters" are being discussed, the station airs album music. Another "news" program, *Speak for Yourself,* a tele-

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phone forum, is broadcast for 30 minutes each day by the Portland station. In this instance, listeners call in their opinions on the topic under discussion.

WTRC Elkhart, Ind., broadcasts its city council meetings live every other Monday night for an hour and a half. The station reports that these broadcasts have been so stimulating that many listeners attend the meetings when urgent issues are under consideration. The station also makes its public service time available to the Elkhart Public School System, various non-profit institutions, charities and the local JC's.

The political conventions of 1960 provided a "natural" for on-the-scene news reporting and one station that took advantage of the opportunity was WGBI Scranton, Pa. The station's news director covered both the Democratic convention in Los Angeles and the Republican meeting in Chicago. Working on the local news angle, he kept in close touch with Pennsylvania's delegations at both conventions.

Special interviews were conducted with the state's senators, governor and the Scranton mayor, as well as other political luminaries and party leaders. At the Democratic convention the station notes, "A total of some 25 interviews and some 40 beep phone reports chronicling the regional and state delegates was the result of WGBI's coverage of pre-convention and convention activity." Other campaign broadcasts included, "A half-hour program, *Congressional Close-Up,*" bringing together before a panel of regional newsmen the Congressional candidates of three regional districts. This program was presented in prime evening hours for three consecutive weeks." And to cap off the election year, the station offered a comprehensive coverage of the voting returns.

POLITICIANS INTERVIEWED

For its election year contribution, KLZ Denver offered a series entitled *Choose Your Party.* The station says, "These broadcasts enlisted the services of key political figures in the Denver area to examine and explain the various facets of party politics. This non-partisan series was endorsed by both political parties and the League of Women Voters. After the first broadcast, requests were received for additional presentations. In all, each program in the entire series was aired at three separate time periods to insure the broadest possible exposure."

Earlier last year KLZ enlarged its Washington staff to include two correspondents on the capital scene. These reporters delivered a weekly program entitled *Your Voice in Congress.* Featured were Colorado senators and congressmen who discussed their activities and opinions. In addition the reporters deliver daily reports on the happenings in Washington. Among the station's news features is *Executive Report,* designed to convey information from the Mayor's and the governor's office; *Sounding Board,* now in its 13th year, is a panel program involving community leaders who discuss leading issues. A special report entitled *Latin America: 1960* was a 17-broadcast series that came about as a result of a trip into Latin America by one of the station's reporters. Taped interviews with various personages in the countries visited were run on the series along with a commentary on impressions received.

Indications are that the "phone-in" program is increasing in popularity. In general, these programs not only give listeners a chance to air their opinions on nearly any subject, but by virtue of the fact that so many topics are covered, the information value is increased.

EXPAND PHONE-IN SHOW

WEEP Pittsburgh presents a phone-in show entitled *Hot Seat.* Using an eight second tape delay to conform with communication laws, and permitting the station to "clip" any off-color exclamations, the program is run Sunday afternoons for an hour and 15 minutes. However, the station feels that the show's popularity may result in running it on a daily basis. It is conducted by the news director and implemented by a staff announcer who stands by with reference material to aid in answering questions. The station notes that *Hot Seat* is of particular worth in that "many of the complaints concerning civic problems are noted by the news director who then gets the answers from the city or county officials involved. He is also given the opportunity to express the editorial views of the station on particular problems. Such topics as integration, high city taxes, lack of snow removal, garbage collection, road conditions, Castro's Cuba, Khrushchev and the Presidential elections are discussed."

WSPD Toledo has been successfully using the "phone-in" format on its *People's Opinion"* show since June 1956. According to the station, a rigid standard of good taste is exercised. "While religious discussion, requiring substantiation of statement of fact, is eliminated, the program is nonetheless open and flexible." However, the station notes that it does not permit editorializing on the part of the announcer.

LOCAL EMERGENCY

Perhaps the backbone of public service news programming is coverage of the local emergency. The average listener is well aware of radio's mobility and for this reason will turn to radio first in times of bad weather, bad fires and bad accidents.

"In March of 1960," reports WSLS Roanoke, Va., "southwest Virginia received its heaviest snowfall in 50 years. With the cooperation of the weather bureau, state police, civic and religious groups and local merchants, WSLS acted as a clearing house of information disseminated in one-minute bulletins throughout the day. The information aired concerned traffic

TO INCREASE its mobility, WLW Cincinnati has taken to the air via its own helicopter. The flights provide twice-a-day traffic reports and accident coverage. Ready for take-off are pilot J. DeVise and Lt. A. H. Mehring.

ıd weather conditions, school closings, meeting can-llations and their subsequent re-scheduling."

Radio proved an immeasurable aid to the popu-ce of the Atlantic seaboard during Hurricane onna that swept through in October 1960. WJAR rovidence, R. I., cancelled its commercial announce-ents, dispatched its reporters to strategic points, ıd prepared to handle storm reports as they were ceived. In addition to the storm reports that were oadcast almost continuously for four hours, the ation adds, "There were many communities within ıe station's basic area that lacked electrical and lephone service. At 10:30 p.m., the evening of the orm, the newsroom received an appeal from the ıwn of Attleboro, Mass., requesting that this station rve as an emergency center because the Attleboro ation was off the air. WJAR handled some 300 lephone calls during the period of 10:45 p.m. and 2:15 a.m. when service was returned to normal in ttleboro."

At the time of the disastrous crash of the United irlines DC-8 and the TWA Super Constellation ver New York City on December 16, New York's ire Commissioner Cavanaugh was being interviewed ı a WOR New York morning show. According to ıe station, "A special bulletin interrupted the pro-ram at 10:47 a.m. to announce the occurrence of ıe air collision." The commissioner immediately ft for the scene of the crash, and the station set into ıotion its on-the-spot news coverage operation.

A service that the station performed was to request ulse Inc. to run an audience survey in the New York-ew Jersey area. From the information received, ulse concluded, "Close to two of every three re-ondents heard about the accident on radio. More ıan four out of every 10 first learned about the col-sion on radio."

When Pulse asked, "How did you *first* find out bout the airplane crash?" 42.2% gave radio as the ırce of their information, television accounted for 5.5 percent and 0.6 percent responded that they first arned of the crash through a newspaper. This Pulse rvey graphically demonstrates the public's faith in ıe sound medium's immediacy and mobility.

In Louisville, Ky., the morning and evening com-ıuting rush often creates traffic tangles, especially hen accidents occur. WAVE recognized this situ-tion five years ago when it instituted its traffic re-ort program.

The method of traffic reporting employed by VAVE is somewhat different from that of stations sing mobile units, but, says the station, highly effec-ive. Because the Louisville Police Department is un-

COVERING both Democratic and Republican Conventions this past summer was a part of WGBI's news service to its Scranton, Pa., listeners. While at the Republican Convention in Chicago, news director Tow Powell (l.) talked with Secretary of Labor J. C. Mitchell.

able to assign an officer to make the traffic reports, the station has a reporter stationed in a communications room at headquarters, where he can hear the two-way broadcasts of the Louisville Police, the Jefferson County Police and the Louisville Fire Department networks. Then," continues the station, "on no fixed schedule, but as accidents occur which might tie up traffic (his reports average one every ten minutes), our reporter makes an air report by beeper telephone." The Louisville Police Department has proven very cooperative in this effort and is grateful for the service provided, the station adds.

In Milwaukee, an airplane mobile unit is utilized for traffic reports by WOKY. The station reports, "It is in the air over Milwaukee and the three surrounding counties from 4:00 p.m. until 5:30 p.m. (or until heavy traffic subsides) broadcasting conditions, advisories, police reports and situations affecting the flow of traffic in all areas with a minimum of five broadcasts from the plane each day." The station also plans to use the "Sky Watch" plan for Civil Defense purposes.

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WKMH Detroit operates a fleet of four safety patrol cars manned by retired policemen. During the morning and evening rush hours the cars operate on and around the expressways, calling in reports of congestion and accidents. An added feature, says the station, is that each car always carries two gallons of gas for motorists who run out on the highway. The station also runs a *Public Opinion Poll* in which newsmen interview people on the street concerning items of interest. Eight of these interviews are run daily Monday through Friday.

PRESIDENT of the Board of Commissioners for the District of Columbia the Hon. Robert E. McLaughlin (l), is interviewed on *Report to the People* over WWDC Washington, D. C. Questioning him are Jerry Landauer (c.) and John Rossen from two local newspapers.

Another Louisville station that devotes a goodly portion of its news programs to traffic reports to help alleviate the traffic problem in that city is WKLO. Utilizing various news sources the station states that it reports on delays resulting from "faulty traffic signals, weather, fires, accidents, street repairs and all other things that create traffic problems."

One responsibility of the local broadcaster is to provide a news service to any activity that may be peculiar to his area.

One such example comes from WQMR in Washington, D. C. The station reports, "The nation's capital area is almost entirely dependent on Washington's only industry—government. With this in mind, three times each hour, WQMR broadcasts a *Voice of Government Report.* This report is looked to by the city's 262,000 government workers and their families, plus the military, for up to date information on government news, legislation, traffic information around government buildings such as the Pentagon and Capitol Hill, job openings in Civil Service and Government plus editorial support by the station on matters of major importance to Federal Employees."

In essense this is a bulletin board of factual (and sometimes editorial) news directed solely to the larger segment of the city's population.

In Miami there are 72,000 registered owners of marine craft of ten horsepower or larger, states WAME. Until a little more than a year ago, this portion of the population did not receive an adequate amount of weather informataion from commercial broadcasters. To remedy this, WAME contacted the captains of various boating clubs in Miami and Broward Counties. "It was determined," the station reports, "after a series of meetings with the Captains that a minimum of ten broadcasts per day, seven days a week of complete marine weather information would be required to provide more than minimal service." The station, which carries these reports seventy times per week, receives its information from the U. S. Weather Bureau in Miami.

WDMV Pocomoke City, Maryland, gears most of its news programming to the farmer. Considering itself an "all-farm station," the Maryland broadcaster provides an hourly one minute report to the farmer. The technique used in these minute reports is to contact various county agricultural agents in the area and have them give capsule reports on farming activities and methods. Other farm features include three daily farm market reports, weather reports, and community notices. In addition, the station covers county fairs and farm expositions, and provides tourist information to visitors in the peninsula area.

In the general upswing of news programming, several stations have reported on the size and extent of their facilities.

KCMO Kansas City, Mo., states that 414 times a week news in one form or another is presented to the listener. Scheduling its news on the hour, with capsules on the half-hour and break-in reports when warranted, the station feels the need of its five mobile cruisers, its network coverage and its twelve man news staff to adequately cover the happenings in and about Kansas City.

WPTF Raleigh, N. C., maintains a news director and a staff of 10 news stringers plus a full wire service to furnish news for its minimum of 50 minutes a day of local and regional news broadcasts. No report taken from the wire services is broadcast, though until it has been rewritten to fit the needs of the Raleigh listeners.

Stations associated with a newspaper generally have the benefit of the paper's news department, and New York's WQXR is no exception. The radio station of *The New York Times,* WQXR offers 624 regular hours of news broadcasts yearly, and this figure does not account for special bulletins arising from state of emergency or crisis. Nor does it include the coverage of national events or elections, says the station. The 624 hour figure includes a five minute news program delivered hourly and several segments run on the half-hour early in the day. • • •

NETWORKS ACCENT NEWS

The radio network today is a fountain of public interest fare. It is safe to say that based on adjustments in schedules, the radio network is staking its future on programming of a public interest nature—national and global news, information, background and analysis on current events and specials (sports and major national events).

Networks in 1960 increased their news activities and altered their operations to enlarge the scope of programming in the public interest. The networks feel that it is in this area that they can best perform.

CBS Radio, for example, modified its Program Consolidation Plan to expand news on the hour from five minutes to 10.

NBC Radio's programming is built around news, commentary and information programming, featuring nearly 10 hours a week of *News on the Hour,* five minutes every hour of *Emphasis* and the weekend *Monitor.*

ABC Radio has enlarged its news activities to include 113 five-minute news shows, Sunday through Saturday, as well as 21 fifteen-minute news and commentary programs.

Mutual broadcasts 36 five-minute news shows a day which are aired on the hour and the half hour.

The switch in emphasis of network schedules is described by CBS Radio in a year-end statement. It explains its new programming pattern in which "fiction as a form of entertainment gave way to the fascination of contemporary fact."

This transformation can be seen in the scheduling under the modified Program Consolidation Plan of 17 ten-minute news and analysis broadcasts weekly plus the seven-day-a-week, 15-minute programs *World News Roundup* and *The World Tonight.*

In addition, at the end of last year the network introduced 19 specially-developed informational programs comprising 43 individual broadcasts a week under the general designation of CBS Radio Features. The "features" programs include such Monday-through-Friday fare as *Your Man in Paris* (David Schoenbrun); *A Woman's Washington* (Nancy Hanschman); *Man and Wife* (Zachary Scott—stories of famous life partnerships); *Personal Story* (autobiographical narratives); *Information Central* (Allan Jackson—unusual information on events current and past), and *Sidelights* (Douglas Edwards).

There are another dozen programs of informational content that are programmed on Saturday and Sunday. They feature a handful of well-known CBS News correspondents.

With its accent on news and speed, the network has instituted the CBS Radio NetALERT, an around-the-clock electronic signalling system for instantaneous communication between the network and its affiliates. It can be especially adaptable for unscheduled news broadcasts, special on-the-scene broadcasts or national emergencies.

NBC Radio has built its "programming philosophy" around "news, *Monitor* and public affairs." Its news programming consists mainly of *News on the Hour* plus *World News Roundup* and *News of the World.* The five-minute *Emphasis* segments which the network started last year has met with considerable acceptance. The weekday show is generally heard every hour featuring opinion and comment by NBC News correspondents and commentators around the world. The network also has expanded its public affairs scheduling.

Monitor, the weekend service that is built around news, information and talk features, celebrated its fifth anniversary. NBC Radio reports that "copies of the . . . format can be heard in the British West Indies, Hong Kong, Australia and Africa." This accent on news programming has led to growing audiences for the various shows, states the network.

ABC Radio has enlarged the scope and activity of its news and commentary programs. "We have revised our news format and have increased the number of actualities or on the spot reports. For our affiliates, we have scheduled additional 'news calls,' special feeds to them for incorporation into their own local news shows."

In addition to its five-minute hourly news shows, ABC Radio has 21 fifteen-minute news and commentary programs featuring such correspondents as Ed Morgan, Paul Harvey and Erwin Canham.

Its weekly public affairs programming includes: *White House Report* (10 minutes Sunday evening); *Overseas Assignment* (15 minutes Sunday evening); *From Capitol Hill* (25 minutes Monday evening); *Issues and Answers* (25 minutes Sunday evening), and *National Weather Show* with John Cameron Swayze (five minutes Monday through Friday). The last 30 seconds of this weather program is made available to stations for their own rain-and-shine reports.

Mutual Broadcasting System for a few years has considered itself a news network. The heart of its programming schedule is the 36 five-minute newscasts that it presents every half hour during an 18-hour broadcast day.

The network also is very active in public affairs programming: *The World Today* (25 minutes Monday through Friday); *Capitol Commentary* (25 minutes Monday through Friday), and *Reporter's Roundup* (25 minutes Sunday). In addition, Mutual schedules public service programs of various types Monday through Friday from 7:35 to 8 p.m. • • •

Radio's legacy as a community servant takes as many forms as the activities of individuals in the community itself. Stations across the country, both small and large, participate in community life and stimulate its growth.

Their involvement far exceeds the routine scheduling of spot announcements. It may range from Little League baseball to grand opera, from finding lost pets to enabling the blind to see. Its focus in any one day of programming can range from religion to the arts or politics. In addition to actual on-the-air costs, stations invest time, talent and technical assistance to community groups that cannot be measured.

In an effort to put forth the valuable functions of radio in the community, U.S. RADIO takes a second annual look at these functions, as reported by the stations themselves. Here are reports from some stations responding to the U.S. RADIO survey.

COMMUNITY PARTICIPATION

As community participants, stations have adapted to the mobility of the life of its citizens. During the last year, several stations have initiated a "roving" public service feature that touches on almost every conceivable phase of community interest. In Oklahoma City, WKY offers free to civic groups what it calls "The Big Mike," a private public address system on wheels.

Mounted on top of a Chevrolet Corvair, the "Big Mike" travels to clubs, churches, civic groups and organizations of all kinds. During 1960, it was driven thousands of miles, appearing at pancake suppers, church meetings, sports events, school carnivals, picnics, high-school bonfires, fishing derbies, rallies, farm socials, fireworks shows, county fairs, "get out the vote" parades and dozens of other charitable

Stations lend support, service, as they swim in the mainstream of . . .

COMMUNITY

civic and social functions. The availability of the traveling public address system is announced on the air each day and events which "Big Mike" attends are given free announcements.

WKY also contributed to the public interest through its on-the-air farm information hour and associated activities. The three-man farm department sponsors several annual contests, such as the International Land, Pasture and Range Judging School and Contest. Last year the contest, an annual event for nine years, drew some 700 participants from 28 states and Puerto Rico and from 18 foreign countries.

As part of a station's role in realizing its responsibility in the community, it often assumes the obligation of clarifying for the citizen his own responsibility in local affairs. This obligation prompted WHEC Rochester, N.Y., to produce a series of four special reports on the *Pursuit of Liberty—Our Freedom Under Law*. Because the word "liberty" has come to have a taken-for-granted ring to the general public, and because the word "freedom" has become misused in every day concept, the station decided to explore "what our free way of life really means in terms of the law." The Monroe County Bar Association suggested three attorneys each of whom prepared a program.

One approached the topic by giving historical examples of how the law protects and guards liberties; another discussed what is meant by the law and why it is necessary to give protection to civilized man's rights to live and to work, and a third discussed the law as a servant of freedom and the individual's obligation to the law. The final program in the series brought all three men together for a panel discussion.

To report on the day-to-day mechanics of lawmaking, KSL Salt Lake City established a precedent last year by broadcasting live the proceedings of the city commission. The broadcasts were innovated at the suggestion of KSL to combat the great degree of public apathy toward the meetings. The broadcasts so caught the interest of listeners, the station reports, that the commission chambers were soon filled to overflowing with people who were beginning to take an interest in community government.

A new weekly series, *Inquiry*, debuted this month on KGBS Los Angeles. The opening program delved into the city's notorious smog problem. Mr. S. Smith Griswold, head of the air pollution control department, was interviewed on such points as smog as a health hazard, a factor in the economy and the cost of smog auto devices. *Inquiry* is a once-a-week feature.

WSPA Spartanburg, S. C., inaugurated a new program last year under the title *Spartanburg County Debates*. Young businessmen from the city interested in public affairs carry on debates on local issues. Another new program, *Safely Speaking*, features an announcer interviewing a patrolman on driving regulations, rules of the road and particular safety hazards within the city limits.

WSJS Winston-Salem, N.C., devotes an hour of its *Night Beat* program Monday through Thursday to exploring in depth a public service activity in the community. Announcers discuss the work and operation of the agency in a series of four- and five-minute interviews. Usually three or four interviews are featured in the hour to give the listener capsule descriptions of the particular agency. Typical of the 42 subjects covered over a five-month period are "City Schools Growth," "Telephone Improvements," "Hunting Safety Tips" and "Winston-Salem Little Theatre."

SERVICE

MOTHERS' MARCH through Massachusetts is led by Dave Maynard, WBZ Boston, for annual March of Dimes fund-raising event. Mr. Maynard (c) marshalls the parade from Maynard to Boston, a 26-mile stint to aid fight against polio.

COMMUNITY SERVICE

A station may contribute to community improvement through off-the-air efforts in many ways. An example is the cooperation given by KMBC Kansas City for the "Keep Kansas City Clean" campaign. The station bought 100 litter baskets and arranged them in a massive display in front of the studios for the campaign kick-off.

On each basket the station posted a permanent metal plate with the slogan "Keep Kansas City Clean, says KMBC!" KMBC also aired spot announcements and special programs for the drive. The campaign kick-off was followed by a two-week "Best Suggestion for Keeping Kansas City Clean Contest," with an all-expense three-day trip for two to Las Vegas as the top prize.

WIKY Evansville, Ind., alarmed at community feeling that industry in the town was dying, conducted a "Salute to Evansville Industry" campaign. It saluted a different industry each day with five-minute copy five times a day explaining how long the company had been in Evansville, the number of people employed, products manufactured and money spent in the area. The campaign served to remind the public of the thriving business still operating in Evansville and such community progress as the completion of a new stadium, the building of a new museum, expressways, schools and slum clearance projects. The campaign was instrumental in restoring the public's pride in the community.

Quite often a need arises suddenly which radio can meet quickly. Radio's ability to be of service in emergencies was pointed up during the recent railroad strike affecting New York City. WICC Fairfield, Conn., rescued commuters from the strike-bound city by serving as a clearing house for car pools. The station broadcast availability of car pools every 15 minutes for the strike's duration. Close to 800 separate car pools were arranged by the station, transporting an estimated 2,000 commuters to and from their jobs.

MIKE IN MOTION for WKY Oklahoma City travels to community events at request. "Big Mike" traveled thousands of miles last year, here goes to an Optimist Club outing for youngsters.

Stations have the opportunity to perform a community service in a number of unusual ways. WEMP Milwaukee, for instance, tied an extensive public service campaign into a station promotion. An integral part of the "Pirate Dan's Treasure Chest" promotion last year was the broadcasting of a key word approximately 100 times a day to open the treasure chest. These key words were a reference to some community project or activity, such as "Salute to Seaway," "Hospital Benefit Circus," "Scoutarama," "Primary Election," "South Milwaukee Spectacle of Music." WEMP received letters from several organizations served by the announcements, commenting on how valuable the publicity had been.

PERSONAL MEDIUM

Radio can demonstrate its closeness to the community in times of personal hardship as well. Last Christmas Eve, the parents of a small Austin, Tex., girl called KOKE Austin with a "please help" request. Their daughter, suffering from a serious and often-fatal illness, desperately wanted a white kitten for Christmas. Unable to find one, the parents asked KOKE to braodcast an appeal. Within 10 minutes, a kitten was found to fit the description.

Keeping the public informed of meetings, changes in meeting times and other civic events is another valuable service to the community. KADY St. Charles, Mo., is now in its third year with *Metropolitan Memos,* a 15-minute program of community and cultural news aired Monday through Friday. News of clubs, social and civic activity from the entire St. Louis metropolitan area has served to bring many suburban communities closer together, the station reports.

WHAT Philadelphia broadcasts its *Community Bulletin Board* four times daily. News from churches, schools, and charitable organizations is quickly assembled for timely announcements.

A similar service for listeners is provided by WLOB Portland, Me. WLOB calls its program the *Lobster Pot,* a two-minute program of announcements aired six times daily.

Community Events Calendar, aired twice an hour on KPRC Houston, is still another example of the average station's close contact with its community. Civic, social and religious groups send in announcements of all kinds which are screened by an editor to eliminate "commercial" appeals.

WAMO Pittsburgh devotes two five-minute segments daily to the *WAMO Bulletin Board.* In addition, the station singles out one public service organ-

ization each day for 10 announcements to promote some especially worthy project. *Operation 860* is a weekly program which reviews in discussion format any important community question.

KMHT Marshall, Tex., broadcasts news of local organizations eight times a day on *Big-K Bulletin Board*. KENO Las Vegas features news of near-by Nellis Air Force Base on a program broadcast from 6:30 to 7:30 a.m. daily. The base uses the program as a vocal bulletin board, performing a valuable service for its own personnel and aiding the civilian community in understanding the military.

Short Jabs is a new public feature of WGLI Babylon, N. Y., utilizing what the station calls a subliminal message. Announcements of 20 seconds or less may sound like this: "This is Patrolman Jones of the Suffolk County Investigation Bureau. I don't hand out many summonses; most of the speeders I meet are dead." Although *Short Jabs* is a special feature for long holiday weekends, WGLI used the technique before voter registration and election day last year, giving a countdown of the hours and minutes remaining until polls closed.

One important public service feature of WEJL Scranton, Pa., is its weekly *Clark-Scott Debate,* a half hour program of debate between Senator Joseph Clark (Dem.-Pa.) and Senator Hugh Scott (Rep.-Pa.) on local and national issues.

WLDM Detroit reports that requests come in frequently for help from all types of organizations—colleges, libraries, scouts, church groups, city and state police. WLDM, an fm station, provides on-the-air announcements as well as active participation when the situation demands.

FUND RAISING

The hundreds of thousands of dollars contributed annually to national and local charities owe no small part to the efforts of radio stations. Stations help raise money through contests, marathons, dances and scores of other devices. Hundreds of program hours and planning go into radio's campaigns for funds for many charities.

One of the largest fund-raising events by a station was a recent marathon broadcast for the Boy's Club of St. Louis by WIL St. Louis. Over $14,000 was pledged in a marathon that stretched to 67 hours and eight minutes. Pledges ranged from a nickel to one of $2,000 made by a local organization. Each contributor was given a chance to guess which of the two WIL personalities on the marathon would lose consciousness first, and at what time, for a prize of $100.

KQV Pittsburgh has fun with public service, operates its own basketball team, the "High Hoopers," to raise funds for charities. For this winter's season, the team has booked 27 games, so far has turned over game receipts to 15 charities. The team has played against a radio station, a television station, a local record distributor and several high schools.

Proceeds from games have helped purchase new band uniforms, athletic blazers, desks, gymnasium and cafeteria equipment for local schools and other organizations.

LIFE-LINE is now longer for Regina DeVille (r), after KDIA Oakland, Calif., "Save Regina" appeal. Money station raised for operation saved her from billary artresia, rare disease.

Each year WJDX Jackson, Miss., allots from 10 to 12 hours a day to the Jackson Exchange Club. A committee from the club handles all the programming and sales that result from exchanges of all types of merchandise. Station personnel assist in writing copy and engineering. Complete proceeds from the day's sales are turned over to the Jackson Boy's Club.

In Des Moines, Ia., WHO annually aids the Salvation Army to collect funds for the needy at Christmas. In 1959, the contributions reached more than $30,000, compared with $15,000 in 1949, the first year WHO was called in on the campaign. The funds are collected through a "Tree of Lights" program—every time $100 is accumulated in Salvation Army kettles or mailed to WHO, a light is illuminated on a gigantic Christmas tree. All unsponsored segments are turned over to fund-raising announcements and interviews for the project. WHO also broadcasts a half-hour weekly program, *The Iowa Round Table,* an open forum program on important issues.

A drive aimed at raising $14,500 for the purchase of a new ambulance in Wilkes-Barre, Pa., had gone through two seasons last year and was still $880 short of the goal. With the deadline nearing after numerous public appeals, Jim Ward, the "Morning Mayor" of WILK Wilkes-Barre, went on the air to raise the rest of the money. Within five hours, his listeners pledged more than $1,100 and the police department announced that the goal was reached and the ambulance would be purchased.

KTSA San Antonio reports that its charity drives have netted more than $10,000 for various local causes over the past two years. In addition to its fund-raising, KTSA holds a scholarship fund for a local boy and girl to attend college in the fields of English or journalism.

KYW Cleveland combines fund-raising and talent development with its *Road Show*, which has accounted for charity contributions totaling $53,000 over the past three years. More than 125 talented entertainers are members of the traveling show, which gives an average of eight performances each month. Talent is recruited through monthly auditions. A KYW staff member works with younger entertainers until they are ready to appear before local charities and hospitals. Upon request, a one-hour show is set up and provided at no charge. Bookings for the *Road Show* run about seven months in advance.

COMMUNITY SERVICE

The annual March of Dimes campaign gives stations an opportunity to raise money in various ways. Dave Maynard, WBZ Boston, marched 26 miles from Maynard, Mass., to Boston to promote the 1961 campaign. In addition to his hike through many communities outside Boston, he wound up the campaign at the Boston Garden with a single lap around the track prior to the start of a track meet. March of Dimes officials and community leaders along the route arranged motorcades, parades, rallies and entertainment to hail the march.

WIP Philadelphia and WCAM Camden have designed a "Bridge of Dimes" campaign to raise enough dimes to stretch across the Benjamin Franklin Bridge connecting the two cities. WIP and WCAM personalities will try to meet half-way leaving a trail of dimes behind them. WIP estimates it will take 61,344 dimes to cover the course.

KREX Grand Junction, Colo., annually broadcasts the March of Dimes Bazaar—an all night program which last year helped raise the county total to $22,000.

Funds to fight polio are collected every January by WILS Lansing, Mich., which sponsors a "Teens Against Polio" dance. With seven high schools participating, the attendance this year reached 3,500.

Stations also help raise more than money. WTCN Minneapolis annually aids "Operation Holiday Pantry" for the Salvation Army. Announcements urge listeners to take canned food donations to their places of worship. The contributions are collected there by the Salvation Army and routed to the needy families of the Twin Cities area. The campaign generated such good will that several large groceries donated cases of canned goods. Gains of 20 percent were noted over the previous year.

As an example of programming contributions that are extras to the actual fund-raising, here is a rundown of one feature broadcast by KDKA Pittsburgh in support of the city's United Fund Appeal. KDKA aired a special 55-minute documentary during the drive last October focused on the people who would benefit from United Fund services.

POSTER BOY, Bobby Yennen, talks with Mayor and Mrs. Henry Maier of Milwaukee before 1961 March of Dimes campaign. Andrew M. Spheeris, president, WEMP Milwaukee (r), is chairman of the Milwaukee County Chapter of the National Foundation.

Participants on the special ranged from youngsters of the Brashear Association Nursery School singing in their classroom to an 80-year-old woman who told of her experiences learning to lip read at the Pittsburgh Hearing Society. The program brought together, for their first meeting, a Red Cross nurse and fireman whose life she saved. A cancer researcher explained his work, and a former criminal described how the Salvation Army put him on the right path.

KDKA also investigated the world of pornography last year with a 13-part series on the station's *Program PM*. Reporters interviewed members of Congress, judges, police officials, professors of law and literature, psychiatrists, postal authorities, religious leaders, civic officials and others in examining the scope and seriousness of the topic. Staff reporters who gathered the material were invited to speak by various civic groups.

EDUCATION

Public education is the backbone of a free society; as such, schools are an important element in the community and grow in emphasis as technology advances. In its role of public servant, radio has contributed generously and creatively to schools. Its functions vary from that of liaison between schools and the community to a public platform for adult education.

One facet of radio's service to education that has come to be important is teacher placement. Last year, WNAX Yankton, S.D., inaugurated *Opportunities in Education*. On daily 10-minute broadcasts, WNAX lists the names of teachers seeking positions and a brief description of their qualifications and teaching experience. The station also airs teaching vacancies, including the type of instructor needed, the position to be filled and information about the town or city where the school is located. The station works closely with the Teachers Placement Division of the South Dakota Employment service to make the broadcasts as effective as possible. WNAX plans to enlarge the scope of broadcasts, using interviews with educational officials to acquaint listeners with the school system.

KBON Omaha renders a six-part public service program to local schools every school day. The services are explained to parents in a letter distributed by the public schools to students. Some 60,000 letters were carried home by students last year in what the station terms a departure from school policy. Topping off the services is *Instant Weather News*. Parents dial a special telephone number at any hour

for current weather conditions as children prepare for school or extracurricular functions.

The *School Closed Report* airs school closings beginning at 6 a.m. on any day when storms force schools to shut down. School menus are broadcast at 11:05 a.m. and 1:05 p.m. so parents will know what children eat in the school cafeteria as an aid to meal-planning. To aid parents in avoiding illness in children that might interfere with school attendance, KBON airs *Help Your Health* twice weekly. *Community Bulletin Board* announces all school functions and Parent-Teacher Association activities. *Airwatch Over Omaha,* a regular traffic report broadcast twice daily, alerts parents of road conditions while driving children to or from school.

Another station broadcasting the school luncheon menu is WISN Milwaukee, which carries a three-minute program at 7:30 a.m., Monday through Friday. The station reports a rise in the number of children taking advantage of the school lunches, and the Milwaukee Public Schools have been surprised at the close attention given the program by parents.

WBML Macon, Ga., devotes a 15-minute program each week to the Miller Girls High School. In addition, the station airs a half-hour discussion program each Sunday on local educational affairs.

KYOK Houston gives high school students a chance at higher education through its "KYOK Sock Hop." The dance for teenagers is held every Friday night; disc jockeys spin records and entertain, broadcasting the first hour's proceedings. Any teenager showing student identification is admitted for 50 cents. All net proceeds go into a fund for scholarships at Texas Southern University.

HEALTH

Stations are literally close to the heart beat of a community, too, in the many ways they provide services and information that lead to better health. Emergencies such as calls for blood donors are the constant responsibility of stations serving the public.

KING Seattle listeners responded to an appeal for blood donors to help a three-year-old child burned over 60 percent of her body. To complicate the requirements for Type B blood with RH Negative factor, the donor must have had suffered burns over 20 per cent of his body. Through KING, authorities were able to locate several who met these stringent requirements.

A similar story comes from WIBG Philadelphia where an urgent request went out from a hospital for donors with a rare type of blood. Within 55 minutes the hospital received offers from 70 persons who qualified. The emergency appeal saved the patient's life. Another contribution to public health was WIBG's cooperation with the Pennsylvania Working Home for the Blind and the Lion's Club Auxiliary of Bustleton, Pa. The home badly needed eyeglasses for its patients, so WIBG broadcast the appeal: "New eyes are needed for the needy . . ." Within 30 days, listeners sent 2,600 pairs of eyeglasses to WIBG. The glasses were turned over to New Eyes for the Needy, an organization in its 47th year of reclaiming old glasses to provide new ones for those who cannot afford their own.

OFF AGAIN for another day of covering heavy Long Island traffic the WHLI Babylon "egg-beater" leaves the ground. The helicopter is ever-present at ground-breaking ceremonies, dinners and luncheons.

Deaf children received a helping hand from WING Dayton for the second consecutive year. Funds totaling $782.35 for training of teachers for the deaf were raised through the WING drive to collect old license plates. More than 37 tons of license plates were collected and sold.

Station WDIA Memphis maintains two WDIA "Goodwill Buses" to transport handicapped children from their homes to a special school. The buses are driven by station personalities, twenty times a week, 700 times a year, giving handicapped children the benefit of a basic education.

A Richmond, Calif., girl who needed $3,000 for an operation for a rare liver condition was helped by KDIA Oakland in a special appeal by one of the announcers. Listeners were asked to call in "bids" to hear their favorite records, with some pledges running as high as $17. After 11 days the fund for the girl's operation had reached the sum of $3,575, and her parents rushed her to the Albert Einstein Hospital in Philadelphia. Her treatment was successful.

WPAL Charleston, S.C., aids community health by special efforts to keep information on cancer flowing constantly on the airwaves. The station has received a special citation from the Charleston County Unit of the American Cancer Society.

COMMUNITY SERVICE

WILL HE or won't he? More than 75,000 people asked the same question as they watched daring performers in the Tommy Bartlett Water Thrill Show sponsored by WILS Lansing, Mich. Funds gained from admission were awarded to various local or national charities.

SAFETY

As our society become more complex, the demands for safety increase. Hazards surround the average citizen daily—at home, at work and on the road. Radio, because it is a constant companion in the home and in the automobile, has a great responsibility to the citizen to inform him of everyday dangers and help him to understand and avoid them.

Children in Cincinnati last year recorded more than 1,300 safety announcements for WLW Cincinnati. The station recruited the children from schools, Brownie and Cub Scout troops to write their own safety messages. The station felt children's voices would attract the attention of absent-minded motorists accustomed to the "dulcet tones of the radio announcer."

Youth Speaks for Safety announcements are broadcast five times daily, Monday through Friday. These announcements are a supplement to WLW's helicopter traffic reports, which numbered 3,120 last year. At least six traffic reports are issued from 7:45 to 8:45 a.m. and again from 4:45 to 5:45 p.m. by Lt. Arthur Mehring, officer in charge of safety education and traffic analysis for the Cincinnati Police Department. WYW's helicopter is also called on to render services other than traffic control—trail a hit-run motorist, supervise an industrial mobilization drill or blow out a brush fire.

Another station that records children's voices for highway safety announcements is KBHS Hot Springs, Ark. The average number of announcements during the school year is six per day. During summer months, KBHS airs spots recorded by a member of the Indianapolis 500 Race. For special holiday traffic campaigns, the station cooperates with the National Safety Council, the Garland County Safety Council and the Fraternal Order of Police. KBHS reports that since the beginning of its school safety spot campaign last March, only one minor accident has occurred involving a school child.

WCUE Akron has taken to children's voices for safety, too. Instead of using state policemen to record safety announcements on long holiday weekends, WCUE asks the patrolmen's children to make the appeal. The station varies other public service announcements to heighten impact on the community. For instance, instead of using spot announcements supplied by the local United Fund agency, WCUE asks leading entertainment stars to record announcements directed toward the needs of the local community.

WHLI Babylon, N. Y., keeps a watchful eye on heavy Long Island traffic from day to day. The WHLI helicopter roves the airways above highways in Nassau and Suffolk Counties. The "egg-beater" also shows up to lend help at ground-breaking ceremonies, dinners, luncheons and store openings.

"A person alert is seldom hurt," said Mrs. Beatrice Wood of Scottville, Va. For her words she won a $25 Savings Bond from WINA Charlottesville. The station will give out seven more bonds and a grand prize $50 Savings Bond. Now in its eighth year, the WINA safety campaign this year started the WINA 3-star Safety Club. For membership a listener must send in a safety slogan, install safety seat belts in his car and have a fire inspection conducted in his home.

RELIGION

The spiritual needs of the community extend far beyond the pulpit. Radio stations offer programs of spiritual guidance and discussion as well as live broadcasts of sermons and worship services. These programs make a deep impact on the community, as evidenced by responses from hundreds of listeners who are unable to attend churches or synagogues.

WBEL Beloit, Wisc., broadcasts an unusual 45-minute segment of religious programs each Sunday. Two brothers, the Rev. Wendell Boyer and the Rev. Gerald Boyer broadcast consecutive programs of religious worship. The latter's program, *The Pastoral Call,* goes on the air at 7:45 a.m. and is followed by his brother's program, *The Good News Broadcast,* at 8 a.m. Rev. Wendell Boyer states that he receives mail from listeners throughout southern Wisconsin and northern Illinois and "We have families in our church today who are active members because they heard the gospel by means of radio. Rarely do I meet a stranger in Beloit who has not heard the program. It has been an important factor in the growth of our church." • • •

RADIO NEWS KEEPS ATLANTIC ON THE GO

Radio news headlines the products of Atlantic Refining Company in 43 markets; builds dealer, customer enthusiasm

An advertiser whose business is essentially public service in nature often prefers to identify himself with broadcast programming that also performs a public service. Because stations evolve individual patterns of public service programs that are not available to other stations in other markets, one of the most common vehicles for a multi-market public service advertiser is news.

TWO DECADES OF NEWS

The Atlantic Refining Company, Philadelphia, has had a large stake in radio news for more than 20 years. Although Atlantic is well-known for its sponsorship of big league baseball, which dates back some 26 years, its sponsorship of news knows no season, spreads through 52 weeks.

In 1961, Atlantic news and weather programs are being broadcast by 43 stations in as many markets (See box, p. 45). All programs are of the five-minute variety, and Atlantic uses five of them per week.

Why does Atlantic use radio newscasts?

N. W. Ayer & Son, Philadelphia, Atlantic's agency,

COVERAGE MAP indicates markets where Atlantic newscasts are heard. Looking at map are (l. to r.) Bart Stoner, N. W. Ayer service supervisor, Richard Borden, Atlantic advertising manager, and Cliff Owen, Atlantic advertising department. Atlantic markets gasoline, oil and related products in 17 states.

believes that radio fulfills seven media requirements. They are:

1) *Reach mass audience*
2) *Emphasize men (Atlantic programs in peak drive-to-work hours)*
3) *Has market flexibility*
4) *Provides year-round coverage*
5) *Offers frequent contact with customers*
6) *Is public service in nature*

"The decision for radio news programming," explains Bart Stoner, Ayer service supervisor on the Atlantic account, "is based on the characteristics of our market, characteristics of our product and the merchandiseability of the program.

BROAD COVERAGE

"First and foremost, ours is a broad mass market. Every car owner or driver is a customer or prospect. Because eight out of 10 households have one car or more, we have a market of universal dimension. This means our media must have broad, mass coverage with some special emphasis on men.

"Service station purchases," Mr. Stoner points out, "are made by the average motorist more than once a week throughout the entire year. Therefore, we need year-round coverage, frequent advertising contact with the consumer and programming that provides flexibility to support changing sales requirements.

"Since gasoline suffers from low brand preference, the dealer is a vital factor in our sales success. Therefore, our advertising must constantly help to build organization enthusiasm for the company and its products. To do this, our media must be merchandiseable. Our dealers and distributors must be able to see or hear it and to identify with it," explains Mr. Stoner.

Atlantic is a regional 17-state marketer with distribution from Maine to Florida. This regional pattern makes it necessary for Atlantic to buy local programming as opposed to network. "Radio newscasts provide us with a flexible medium that can enable us to meet differing requirements in different markets," says Mr. Stoner.

"Our business is local," explains Richard Borden, manager of Atlantic's advertising division. "Radio is a local medium that reaches our customers and prospects market by market."

About three years ago, Ayer initiated a weather almanac feature on these shows and instructed all stations to provide a detailed weather report as a wind-up to the news. The reason for this, according to Mr. Stoner, was to make some tie-in with Atlantic's sponsorship of television weather programs in other markets.

As for merchandising and promotion tie-ins with radio advertising, the agency does encourage local newscasters to visit Atlantic dealers in their area. The newscaster or salesman may also attend Atlantic sales meetings. An important dealer impact is made

by the station when it spearheads campaigns by sending letters to dealers reminding them of upcoming changes in the advertising.

COPY PLATFORM

Copy for Atlantic newscast commercials leans toward the institutional. Usually after a soft-sell introduction, the commercial gives some informative fact about engine performance and characteristics of Atlantic gasoline. Commercial time runs 50 seconds on the newscast, in addition to an opening and closing. Here is an example of a recent commercial for Atlantic Imperial:

> In just a few short months, hundreds of motorists from New England to Florida have gotten into the habit of making their gasoline stops at the Atlantic Imperial pump. In fact, Atlantic Imperial has become a big seller in the East! And there's a big reason for the popularity of this quality gasoline. Atlantic Imperial gives you everything you expect from a premium gasoline . . . then goes on to give you something more. It cleans your carburetor as you drive, and keeps it clean! This is important because harmful deposits that form around the throttle plate in the carburetor can cause rough idling, stalling and gasoline waste. But continued use of Atlantic Imperial gasoline washes 'em harmlessly away, generally in just a few thousand miles . . . and this same cleaning action keeps new deposits from forming again. I hope you're using Atlantic Imperial gasoline—to keep your car on the go!

BASEBALL CAMPAIGN

In addition to the broad reach of Atlantic's 52-week news broadcasts, the company sponsors radio baseball to further heighten advertising pressures during the peak summer driving season. A total of 110 radio stations carry the "Atlantic Keeps Your Car on the Go!" slogan throughout the baseball season.

In keeping with Atlantic's distribution, the company takes sponsorship of the games of the Philadelphia Phillies, the Pittsburgh Pirates, the Boston Red Sox and the New York Yankees.

"While all of these 110 stations do not carry a complete schedule (some are daytime-only stations, some do not carry weekday games)," Mr. Stoner explains, "we feel that essentially we deliver a full major league schedule in all radio markets.

"Again, we look on baseball as public service programming of a sort. It fully meets the media criteria that our radio news programs fulfill," he observes.

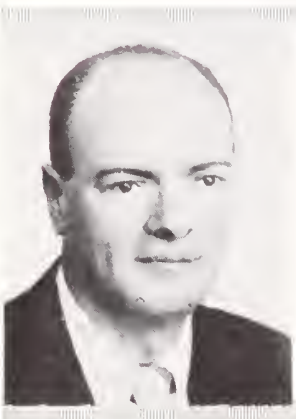
Both Ayer and Atlantic are convinced that the public service approach to sponsorship works. The news and weather programs provide vital information for listeners who are on the go. And the refining company hopes that by associating with this type of program, the listener will be on the go with Atlantic. • • •

ATLANTIC'S RADIO NEWS MARKETS

Asbury Park, N. J.	WJLK
Asheville, N. C.	WWNC
Bloomsburg, Pa.	WCNR
Bradford, Pa.	WESB
Bridgeport, Conn.	WICC
Charlottesville, Va.	WELK
Columbus, Ga.	WRBL
Cordele, Ga.	WMJM
Corning, N. Y.	WCLI
Fayetteville, N. C.	WFNC
Fort Valley, Ga.	WFPM
Georgetown, Del.	WJWL
Glens Falls, N. Y.	WWSC
Harrisonburg, Va.	WSVA
Hazelton, Pa.	WAZL
Hornell, N. Y.	WLEA
Jacksonville, N. C.	WJNC
Jamestown, N. Y.	WJTN
Kingston, N. Y.	WKNY
Liberty, N. Y.	WVOS
Morristown, N. J.	WMTR
Mt. Jackson, Va.	WSIG
Newark, N. J.	WNTA
New Brunswick, N. J.	WCTC
Newburgh, N. Y.	WGNY
Oil City, Pa.	WKRZ
Olean, N. Y.	WHDL
Paterson, N. J.	WPAT
Peekskill, N. Y.	WLNA
Pocomoke City, Md.	WDMV
Poughkeepsie, N. Y.	WEOK
Sharon, Pa.	WPIC
Sunbury, Pa.	WKOK
Valdosta, Ga.	WGOV
Warsaw, Va.	WNNT
Washington, D. C.	WRC
Washington, N. J.	WCRV
Waycross, Ga.	WAYX
Wellsboro, Pa.	WNBT
Wellsville, N. Y.	WLSV
Williamsport, Pa.	WWPA
Wilmington, N. C.	WMED
Winchester, Va.	WINC

question and answer

THE QUESTION: ***A New York or Chicago buyer can request copies of newspapers in outlying markets to judge framework for his ad. Similarly, he may watch network tv to learn of programming changes that occur in other markets. How can the buyer best keep up on programming changes in radio?***



Edward Koehler is an associate media director for BBDO Inc., New York. *His comments follow those of Richard Olsen, DCS&S, New York, who appeared last month on this subject. Mr. Koehler feels that ratings alone do not tell enough of a station's story. He lists here other factors important to a buyer.*

EDWARD KOEHLER ANSWERS:

Spot radio is probably the most difficult medium to purchase properly due to the constantly changing program formats, lack of qualitative data and a general lack of agreement between rating services.

The space buyer can request copies of local newspapers and Sunday supplements in order to evaluate the editorial climate that his advertising message will be exposed to and also check for color reproduction. Spot television can be more easily defined because of network adjacencies and generally superior audience data. The timebuyer based in New York has a somewhat more difficult position in evaluating programming formats of stations many miles away.

The broadcast buyer of today has a wealth of market data available to him. However, his selection of radio stations must be based upon coverage patterns, audience composition, programming formats and station personalities. Obviously, the best way to become acquainted with radio stations is through a succession of field trips. However, this is an expensive and time-consuming operation and most broadcast buyers do not get the opportunity to travel.

Since the buyer must obtain this necessary data, he can secure first-hand information to bring the added dimension of qualitative judgment to the spot radio buy. Program tapes of almost all stations can be secured, which will give an indication of the station's programming format and the salesmanship of its personalities. A buyer can also utilize the knowledge of the station representatives. For the most part, a good representative salesman knows his markets like the palm of his hand. He can also tell you things which statistics cannot begin to reveal. Additionally, he knows which local radio personalities can draw the type of listeners you want to reach.

From time to time, station personnel make periodic visits to New York City to acquaint buyers and other agency decision makers with the profile of their stations. These presentations can afford buyers first-hand knowledge on the type of radio stations they will be purchasing.

Ratings are only *one* quantitative measurement. They do not tell you what kind of audience you are reaching or where the audience is located. In addition, they do not tell you anything about the value of a given local station personality, his selling power and so on. Ratings and cost-per-thousands are fine, but these alone are not the complete answer in making a good spot radio buy. In some markets, many stations are required to provide strong reach. In others, one or two strong, well-established stations can do the job. Wise selection of stations and schedules requires evaluation of all pertinent quantitative as well as qualitative facts for each market.

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

TENNIS CHAMPION Althea Gibson serves up a song at the fifth annual children's party sponsored by WCHB Detroit. The party held at the downtown Fox Theatre was attended by 6,500 children. Miss Gibson is now a sales representative for Tip Top Bread which sponsors "Topettes" (with Miss Gibson) a junior song and dance team.

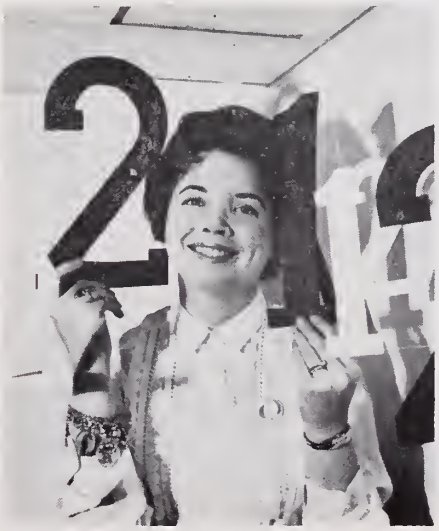
INGEMAR JOHANSSON (l.) heavyweight challenger, talks over his rematch with Floyd Patterson on March 3rd, with Robert Pauley, v.p. in charge of the ABC Radio Network. ABC has sole coverage of the fight.

WHO SNEEZED? asks WKY Oklahoma City program manager Danny Williams. Whoever did sneeze brought down a stack of 140,000 mail response cards that had been sent to the station as part of a promotion to determine the most popular principal in Oklahoma's schools. Winner was named "Principal of the Year" and received trophy as well as $100 for his school.

TIMEBUYER Fred Spruytenburg of Sullivan, Stauffer, Colwell and Bayles, New York, "gets the message" from Bill Morgan, head of national sales for the McLendon stations. Morgan contracted for more than 500 backseat billboards in New York taxis. The taxi campaign was designed to attract the "captive" advertising men as they cab-hopped about town.

WELCOMING the Weather Bureau to its new headquarters in the RCA Building in New York, WNBC presents retiring weatherman Ernest J. Christie with a trophy during the *Bill Cullen Show* broadcast from the Bureau's quarters. With them is G. S. Dietrich, WNBC station manager.

REMINISCING over the past 30 years of sponsorship on WKZO Kalamazoo are Frank Ryan (l.) of the Kalamazoo Laundry Co. and John Fetzer, president and owner of the station. The laundry company is the station's oldest sponsor, according to Mr. Fetzer.



PRETTY PAT ENNIS is helping the Keystone Broadcasting System Inc., Chicago, observe its 21st anniversary at New York's (that's right) 21 Club. She is New York branch office mgr.

WINNER of Cleveland's "Postman of the Year" award is John Vorobel, shown here receiving a $100 bond from WHK personality Eddie Clarie. Assisting with the happy ceremonies is Nelson Sundermeier, who is the president of the Cleveland Letter Carriers Association.

"Me look worried, Mrs. Grymczyk?"

"Well, if I do it's because I *am* worried.

"You see I run the promotion that puts across t basic impression of our medium to advertisers It does, too—gets us business.

"But that's just the *basic* impression. We've g at least nine other reasons why advertisers should go along with us. Sure, our salesmen may have mentioned them all at various tim but how much will buyers remember when they're ready to buy?

"I've got the awful feeling that advertisers all over are buying our competition for some of these other reasons when we actually have better values to offer on the same points. I ca put *all* of them in our *impression* promotion—how am I gonna' tell them? See what I mean?

"I'm not sure I do, Mr. Jones. But I do know this—I clean two agency offices in this buildin and very often when those men are working late, they're always looking things up in a book just like that."

"Oh, that! STANDARD RATE. Sure, we have an ad in there with our basic im----- HEY . . . wait a minute! . . .

"That's it, Mrs. Grymczyk! That's the place t put *all* our good points. *Every last one of them* Why I can anchor my *whole* story here where a our prospects have to look before their schedul are frozen. Thanks a million, Mrs. Grymczyk.'

With competent, strategically placed information in SRDS

YOU ARE THERE

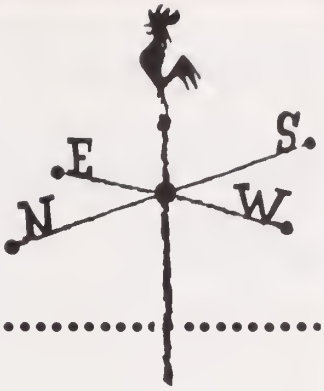
Selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL.—YORKTOWN 6-8500



Establishing Listener—Station Identification

Study probes factors involved in creating and sustaining local station individuality

Do listeners really distinguish between the sounds of various stations? What do listeners expect from radio in return for their attention? What do listeners recall vividly about commercials?

These and similar questions that relate to the area of qualitative research have resulted in a study made by Creative Research Associates of Chicago. CRA feels that though its findings are not meant to be applied to any market as a standard of image strengthening, they may offer some solution to the problem of bettering the stations rapport with its audience.

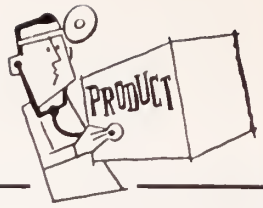
Irving White, co-director of CRA, has placed a great deal of emphasis upon radio's potential as, in his terms, a *relationship device*. "The way in which radio can affect the listener's behavior," says Mr. White, "is, in the final analysis, a far more penetrating consideration than whether its sound has managed to fall on a listener's ear."

The survey was conducted in the homes of 100 Chicagoans comprising a *stratified random sample*. Basically, this involved 30 men and 30 women in the upper-lower and lower-middle social brackets (ranging from skilled workmen and foremen to minor white collar, small retailers, etc.) and 20 men and 20 women in the middle and upper-middle brackets (professionals, business executives and managers, etc.) The age range was from 18 to 55.

In the Chicago area there are 13 am and 17 fm stations, Mr. White notes. In order to have listeners distinguish one station from another, he explains, stations will have to establish individual patterns of sound, innovate original programming and strive to get away from the "typical" announcer and disc jockey personality. A station must convey its character to the public. "It must,"

(Cont'd on p. 59)

commercial clinic



How a Major Agency Creates And Produces Radio Commercials

A client walking into BBDO Inc., New York, to approve music and copy for a new radio commercial would have a surprise if he weren't wise to the ways of the agency's production staff.

He would first go to the account executive's office (no surprise here). Together they would wend their way through the mammoth agency's corridors to the elevator, from whence they would alight on the 10th floor. Then they would work their way through a long hall, past high shelves of tapes, cutting rooms and storage bins.

Finally they would enter a room where a young man in his 30's sits at a piano. After introductions, the client would sit back and listen as the young man bangs out some tunes for a new commercial, much in the fashion of an old Tin Pan Alley song-plugger.

And this is the way many of BBDO's radio commercials with music have been born during the past five years. The man at the piano is Ben Allen, writer-producer, who has a professional scorn for the word "jingle." "It's a degrading term," he says, "but for lack of something better, I call a spot a musical commercial." He has an equal distaste for the label "jingle writer," and feels more at home with the phrase "music-oriented advertising man."

BBDO, he explains, is one of the few major agencies that creates both music and words for its clients. Most firms farm the work out to independent production companies. Fully 99 percent of BBDO commercials are born under the agency's roof, he points out, which is a high batting average along Madison Avenue. "Writers in outside firms are actually advertising-oriented musicians," Mr. Allen defines, "with an approach to creating a commercial that is somewhat different from an agency man's."

His own work philosophy makes it mandatory to start working on the words of a commercial before composing the music. "After all, the advertising message is more important. Without it you begin to wander all over the place."

Words are supplied by the copy department. They may be the final words used for the jingle; and they may be "ground words," symbolic of a theme that must be carried out but can be changed. If Mr. Allen comes up with some phrases that put the theme across more effectively, the original words are thrown out and he starts from scratch.

10 Best Radio Commercials, 1960—RAB

Budweiser
D'Arcy, St. Louis

Chun King
BBDO, Minneapolis

Ford
J. Walter Thompson, Detroit

L & M
Dancer-Fitzgerald-Sample, N. Y.

Lucky Strike
BBDO, New York

Nescafe
William Esty, New York

Northwest Orient Airlines
Campbell-Mithun, Minneapolis

Schlitz
J. Walter Thompson, Chicago

Winston
William Esty, New York

Wrigley's Doublemint
Arthur H. Meyerhoff, Chicago

The latest radio commercials to come from the BBDO team were done for the Pepsi-Cola Co., an account the agency acquired last year from Kenyon & Eckhardt Inc., New York. The successor to the "Be Sociable" theme takes its keynote from the phrase, "Those who think young." Mr. Allen did not get a crack at doing original music for this one, but turned in his own arrangement of "Makin' Whoopee." The key four lines from the commercials, which go on the air across the country by February 15, are these:

```
The lively crowd today
agrees
those who think young say,
"Pepsi please!"
They pick the right one,
the modern light one,
now it's Pepsi—for those
who think young!
```

Mr. Allen picked his own talent for this commercial, which he normally does anyway. His "discovery" for the Pepsi spots is Joanie Sommers, a 19-year-old jazz stylist from the West Coast. She sings the lyrics for the spots, and will be promoted by the agency as "The Little Pepsi-Cola Girl."

The music for the Lucky Strike cigarette commercial, "Remember How Great A Cigarette Used to Taste," is a creation of Mr. Allen. It rated the number five spot in the list of the "10 Most Effective Radio Commercials" selected by Radio Advertising Bureau (see box). He also wrote and produced the Campbell Soup "Good Things Begin to Happen" melody and the music for the local New York Yellow Pages spots. Also among his credits is the music for the "Miss America" song, made famous by Bert Parks' annual rendition. • • •

Station log

► News:

tarting with its own staff, WINF Manchester, Conn., is laying the roundwork for the community's appreciation of good music. Staff members are going to class one night a week for 15 weeks to sharpen their appreciation of good music and improve their news reporting. Music appreciation teacher for the course is John Gruber, former piano soloist with the Boston Symphony Orchestra. According to John Deme, manager, WINF's emphasis in programming has been on cultural programs and quality music.

Another station devoted to the support of "culture" in the community, WHEB Portsmouth, has donated more than 3,000 classical records to the University of New Hampshire. Along with the records, valued between $8,000 and $10,000, went a complete file catalog. According to general manager Harold H. Segal, the library holds instrumental, choral, vocal and operatic selections including some that may be collector's items.

In other news, KMA Shenandoah, Ia., reports it helped locate five Civil Air Patrol cadets lost on a 100-mile survival training hike. The CAP lost contact with the hikers on the fourth day of the trip. KMA broadcast the approximate location of the group; listeners spotted the team and reported their exact whereabouts in time for arrival of emergency food rations.

► Programming:

Changes and advances in technology have prompted WRC Washington to add a new five-minute feature, "Engineering Reports," to its programming. Tailored to the interest of the general audience, as well as professional engineers and students, the program is aired each weekday morning at 7:35. The report is delivered in news style, featuring capsules of articles in technical, semi-technical and professional publications. Marquardt Corporation, Van Nuys, Calif., sponsors the program on WRC and stations in Los Angeles and Ogden, Utah.

CKGM Montreal has increased discussion and commentary programs, excluding news, to 10 hours a week. The move is part of long range programming changes which include late evening musical segments with a maximum of two commercials during a half-hour. On the news side, CKGM editorials on local issues were increased from four to eight per day. The station also airs eight editorials a day on national and international matters.

Three Florida stations are programming a six-times-weekly wrap-up of Canadian news, weather, sports and market reports for Canadians wintering in Florida. The reports are broadcast direct from Toronto to WGTO, Cypress Gardens, WGBS Miami, and WQXQ Daytona Beach.

► Public Service:

Considering their community a likely target for nuclear attack because it "literally sits under the guns of Strategic Air Command Headquarters," KBON Omaha officials last month decided to combat community apathy to Civil Defense shelter program. The station sponsored a "Scramble for Shelter" contest with top prize a fully stocked fall-out shelter. To all entrants in the contest, the Omaha Office of Civil Defense sent a pamphlet giving instructions on how to build and stock a fall-out shelter.

Direct reports from the North American Air Defense Command at Colorado Springs will be broadcast as a public service by KGB San Diego. The station reports that every 86 seconds an aircraft penetrates the North American Air Space from an Asiatic or European airport. NORAD's job is to make sure not one of these thousand daily penetrations are hostile. The show will be aired every second and fourth Monday of the month over KGB's 7:30 a. m. news. • • •

WINNER of the Greater Trenton Symphony Audition on-the-air, sponsored by WTTM Trenton and Nationwide Insurance Co., is Pfc Salvatore J. Pusateri, shown receiving a $250 award. (l. to r.): Maj. Marcus Bottorff of Fort Dix; Private Pusateri; Mrs. Mary G. Roebling, president of the Trenton Symphony; Byron L. Davis of Nationwide; Albert W. Wassell, chairman of the Symphony's Awards Committee and Glenn Jackson, resident vice president and general manager of sponsoring station WTTM.

BPA memo

BPA Promotion Budget Survey Shows Increases

The new Broadcasters' Promotion Association president, John F. Hurlbut of WFBM Indianapolis, has released the results of a promotion budget survey conducted recently. The survey shows that broadcast stations will be spending record amounts on promotion in 1961.

The over 350 member stations reported budget increases in 63 percent of the stations, with an average increase of 18.3 percent. According to Mr. Hurlbut, both radio and television stations are following similar patterns. It was noted that radio's average budget increase was slightly higher than that of tv; however, the percentage spread between the two media is only 1.3 points. Of the stations reporting, 62 percent stated their budget increases will be used in the areas of audience promotion and image building. Increased sales promotion accounts for 18 percent of the budget increases, and additional trade paper advertising for 15 percent.

Of the stations surveyed 31 percent will maintain their 1960 promotion budget levels, but 81 percent of these stations had increased their budgets during that year.

On January 7, the BPA board of directors met with President Hurlbut in Indianapolis to outline the coming year's program. Items on the board's agenda included the publication of an "idea book" to be edited by Bruce Wallace of WTMJ Milwaukee. "The book," says Mr. Hurlbut, "will incorporate highlights of the promotion and merchandising ideas garnered from monthly bulletins published by BPA since its organization. Distribution by May will be confined to new and present members, associate members, affiliate members and those colleges and universities with whom BPA is cooperating in classroom promotion and public relations training."

The board also determined to intensify its membership campaign to effect an increase of associate memberships among agencies, representatives and clients. Heading the voting and affiliate membership committee is Jim Bowermaster of the WMT stations, Cedar Rapids, Ia., while Ken Chernin of the Triangle Stations, Philadelphia, is head of the committee recruiting associate memberships. Other board action included——approval of the current operating budget of over $13,000, which will be reviewed at the June 10 board meeting at the Waldorf Astoria hotel in New York City; authorization of study on manpower requirements in the promotion fields; expansion of BPA's cooperation with colleges and universities teaching promotion; continued cooperation with the national Junior Achievement and the creation of a liaison with the National Association of Broadcasters, the Radio Advertising Bureau and other broadcast associations.

Dan Bellus and Jim Mullen, of Transcontinent Television Corporation and WCBS New York, respectively, reported to the board on arrangements for the 1960 BPA convention to be held at the Waldorf Astoria in New York on Nov. 6, 7 and 8 with registration scheduled for Nov. 5.

Appointments to the BPA bulletin were made recently by President Hurlbut. They are, Paul Woodland of WGAL Lancaster, Pa., editor-in-chief; Arthur Garland of WGY and WRGB Schenectady, N. Y., merchandising editor, and H. Taylor Vaden of WJZ-TV Baltimore, who will handle the sales promotion news.

BPA BOARD holds first meeting of 1961. Seated (l. to r.): Kenneth Chernin, Triangle Stations, Philadelphia; John F. Hurlbut, WFBM Indianapolis (president); Gene Godt, KYW-TV Cleveland; Harvey Clarke, CFPL London, Ont. (second vice-president); Don Curran, KTVI St. Louis (first vice-president). Standing: Caley Augustine, WIIC Pittsburgh; L. Walton Smith, WROC-TV Rochester; Jim Bowermaster, WMT Cedar Rapids, Ia.; Heber Darton, WHBF Rock Island, Ill.; Clark Grant, WOOD Grand Rapids, Mich. and Bud Sullivan, KYW-TV (secretary-treasurer). Board recently met with President Hurlbut in Indianapolis.

Free Tickets to Broadway Show Spark Promotion

The opportunity to see a Broadway show as a guest of WNEW New York led to the biggest audience promotion in the station's history. In the three weeks that the promotion was run the station reports it received 188,822 cards, the largest mail response to date. (The previous record, according to the station, was 154,087 entries for a 1959 contest that featured transistor radios as the prizes.)

The show for which contestants were vying was the current musical success, "Do Re Mi." Months before it opened the station purchased 200 orchestra seats worth $1,800 for the December 30 performance. During the promotion WNEW ran two announcements an hour utilizing station personalities and Broadway stars, William Bendix, Ethel Merman, Elizabeth Seal and Phil Silvers, the star of "Do Re Mi."

ation Offers Pittsburghers ompletely Furnished House

A three bedroom house valued at 8,500, plus $15,000 worth of furshings was offered as first prize in recent KDKA* Pittsburgh contest. he promotion, part of the station's th anniversary celebration, ran for ght weeks and drew approximate- 50,000 entries. Each week a differ- t "sound charade" was played and teners were asked to identify the unds and then complete a 25-word tement on "why they would like to ve in the Big K Birthday House." eekly winners were awarded an pliance starter set. On one Sunday ring the contest, KDKA held open use at the home; over 3,000 listen- s came to inspect and share coffee d doughnuts with station personali- es.

riday the 13th is Lucky Day or Binghamton Housewife

o prove that Friday the 13th isn't unlucky day for everyone, Dick irby, WNBF Binghamton, N. Y. sk jockey offered his listeners the portunity of winning a stereo hi-fi it valued at $200.

On his all-night show *Nightsound*, r. Kirby announced that the person ho could guess the temperature at 00 a.m. on Friday, January 13, 061, would become the proud own- of the above mentioned stereo set. he "Wither-the-Weather" contest hich ran over a two week period sulted in a mail response of around 00 entries.

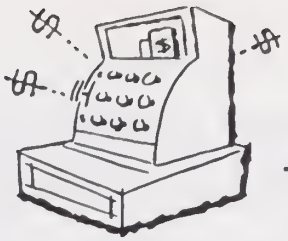
The temperature turned out to be 5 degrees and the winner was Mrs. enry Bartnicki of Binghamton.

But the story doesn't end here. he station made arrangements for Irs. Bartnicki to receive her prize at er home the following Sunday. hen Mr. Kirby arrived for the presntation, he found that the Bartcki's, their friends and relatives ad arranged a full-scale Polish "welming party" complete with a three yer chocolate cake, homemade umpernickle, kolachki's, polish sauge and many salads. Somehow, in e midst of all the festivities, Mr. irby managed to get Mrs. Bartnicki receive the reward via a remote roadcast from the station's news ruiser. • • •

*Denotes stations that are members of BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



MAGAZINE

The Doane Agricultural Digest a subsidiary publication of the Doane Agricuturay Service Inc., St. Louis, a farm management organization specializing in appraising and agricultural research, ran a four-week campaign on WMT Cedar Rapids, Ia., to promote circulation. Using early morning farm programming with one-minute spots and a 10-minute program the last week of the drive, the digest sold 589 subscriptions, according to the station.

HOME-SIDING

Sales increases resulting from participation on the "Party Line" show over WFDF Flint, Mich., were the incentive for the McLain-Powell Distributing Co., distributors of aluminum and stone sidin, to sponsor the "Magic Four Hours" promotion with the station. Sales results, according to Maurice V. McLain of the company, "gave us a margin of profit nothing short of phenomenal in our business. We closed 12 complete home-siding jobs directly, and we are continuing to experience the advantage the promotion gave us."

TRAVEL SERVICE

Using radio as its single advertising outlet, the Doug Fox Travel Service of Seattle, Wash., established 17 reservations to Europe in an eight day period. Mr. Fox placed all of his advertising in the hands of KTIX. The Seattle station reported that on a weekly expenditure of $50, the account grossed close to $20,000.

APPLIANCE DEALER

Taking advantage of the WBRN Big Rapids, Mich., "Horn Blowin'" promotion package, a local appliance dealer sold nearly $20,000 worth of merchandise on the three days of the campaign. Basically, the "Horn Blowin'" package consisted of 50 spots used over a four or five-day period and six hours of broadcasting direct from the sponsor's place of business. Whenever the sponsor "tooted" his horn, someone in the store received a special merchandise prize.

In Rochester, N.Y.

People Are Switching

FROM "TIRED" Radio

TO

WVET

1280 KC

• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE

BASIC NBC AFFILIATE

WVET RADIO, Rochester 4, N. Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

WARNING! RADIO ACTIVE MINUTES

KBIG minutes "click" for advertisers. New persuasive personalities like Joe Niagara, Jim O'Leary, and Bob Gage pack more sales power into every commercial.

Quote: Alpine Cooler campaign on KBIG an unqualified success... 20% sales increase... no other advertising used.

Quote: Response to Arrowhead-Puritas Water campaign on KBIG immediate and unmistakable ... proves So. Calif. listens alertly to KBIG.

Use KBIG, Radio Catalina ... the economical sales force for all Southern California... 740 kc/10,000 watts.

KBIG

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp..

report from RAB

Most New Yorkers Heard Collision News on Radio First

A recent study commissioned by Radio Advertising Bureau reveals again the breathtaking speed with which modern communications media inform the public. On December 16th, when two airliners collided over New York in what was the greatest air disaster in history, more than eight out of 10 households in the New York area were aware of the tragic news event within four hours of the tragedy.

Immediate Survey

Within hours after the planes collided over Staten Island, RAB commissioned R. H. Bruskin Associates to start a same-day survey to measure accurately the time it takes people to learn of a major news event. The survey also sought to determine by what means households first learned of the crash, and by what media they followed the tragic news as it happened.

The survey, made through random phone calls placed on the afternoon of the fateful crash, covered 596 households in the New York metropolitan area. It revealed dramatically the tremendous number of homes that are reached in less than a single day by radio. The survey showed: More than half of all households (55.9%) either first heard about the crash on radio, or turned to radio that day for additional news. Among the more than eight out of 10 families who were aware of the disaster that day, 56.2% knew about it first through radio.

Of the remaining households who knew about the crash: 34.2% got the flash first from television; 7.2% got the tragic news word-of-mouth; and only 2.4% read the front-page story first in their newspapers.

In addition, the survey documents not only the speed and flexibility of radio, but also its position as a news medium people turn to with trust. It revealed that 27.5% of those who first heard of the disaster by other means (television, word-of-mouth, newspapers) turned their radio sets on for a more graphic and comprehensive account of the raging fire and mounting death toll the collision left in its wake.

Already Listening

States RAB: "It is significant that a large number of households were already listening to radio on what started as a typical Friday morning. It is obvious from these facts that—because of this tremendous audience—radio can alert a high percentage of the local population in a remarkably short time." • • •

RAB ANNOUNCES MAJOR CASH AWARDS FOR COMMERCIAL CREATORS

For what RAB believes is the first time in history, creators of radio commercials can win major awards in 1961. Incentive awards of $1,000, $500 and $250—according to RAB the biggest such jackpot currently offered specifically for excellence in creative advertising—will be given by RAB to the man most responsible for the best new commercial produced primarily for radio in 1961. RAB president Kevin B. Sweeney, in announcing the awards, said that the ground rules of the contest—covering eligibility, time limit—will be circulated among the nation's advertisers and agencies within the next few months.

'eport from 'epresentatives

GW Studies Lack of Research n Area of Spot Penetration

he constant problem, how to get lvertising's leading accounts into ot radio, has been given a thorough ing-over by the representative firm, eters, Griffin, Woodward Inc. For onths the firm's radio sales devel- ment department, under the di- ction of C. L. Richards, has been mbing the advertising woods for lutions to the problem. Special eetings were held with agency per- nnel in the account, media, re- arch and creative departments.

In dealing with advertising's "de- sion makers," PGW correlated sales chniques as they applied to indi- dual station programming concepts ith specific product requirements. A typical example of the problem," ys Robert H. Teter, vice president charge of the radio division, "is at of getting major advertisers such the soap companies to use spot dio as an integral part of the over- ll effort.

"We think we have come up with e key to the problem," continues Ir. Teter. "Stated simply, the spot dio industry has not been talking e marketing man's language. We ave probed deep enough at the ad- ertiser level to know that the main sue is 'what medium can best pene- ate (or reach) a market at an eco- omical cost.' "

The main points of the problem, ccording to PGW are:

- Industry material has dealt only with radio's total audience, rather than the kind of specifics needed for planning purposes by an advertiser.
- Television being a basic medium, most large advertisers and agencies have invested heavily in reach and frequency analyses for television but little for radio.
- The large advertisers know television is a big reach medium, but with little or no data available for spot radio, their image has been that of low reach and, as a result, have ignored the medium.

Once the basics of the problem were realized, PGW distributed data collected in a 100 market penetration study made by the A. C. Nielsen Co. Reaction to the study entitled, "Spot Radio's Penetration," has been extensive and favorable, according to Mr. Teter. "Comments like 'this indicates a bigger reach than we had thought possible for the medium' are typical. One large agency, traditionally a light user of radio, is conducting a major radio study on behalf of its largest client as a result of PGW findings in the study." But, warns Mr. Teter, "the industry must do more." Specifically, he means:

- Radio research firms must find a way to provide the same type of information and in as many markets as they currently do for television and at a price the stations can afford.
- Radio research firms must also find ways of pinpointing qualitative factors for individual stations. . . size of household, age and income of head of household, product usage by household and so on.
- Industry, organizations, representatives and stations must develop information to show marketing men how spot radio is the ideal mix with television . . .how the medium can put greater frequency into the low viewing television homes.

"While the often-voiced complaints relating to rates, over-commercialization and difficulty of buying are factors," concludes Mr. Teter, "they are subordinate to the main issue. Once the advertiser believes he can penetrate markets deeply and sell merchandise . . . these issues will fade into limbo." • • •

Review, please, the latest survey of your choice:

Nielsen (Louisville Metro Area, July-Aug., 1960)

•

Hooper (Oct.-Dec., 1960)

•

Pulse (Louisville Metro Area, Nov., 1960)

•

Trendex (Louisville, Aug. 24-28, 1959)

•

Verifax (Louisville, Oct., 1960)

•

Conlan (Louisville, Nov., 1960)

The largest unduplicated audience in the Louisville Metro Area belongs to **WKLO***

Need we say more?

*Nielsen, July-August, 1960

see

robert e. eastman & CO., inc.

Other Air Trails Stations:

WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WEZE, Boston, Mass.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

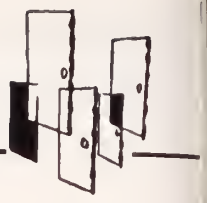
BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on
BIG 5,000-WATT
WFHR
WISCONSIN RAPIDS
with full time studios in
MARSHFIELD AND STEVENS POINT
BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service
WFHR
WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

report from agencies



Expanding Media Services Change Relationship of Sellers and Buyers

As the media department's role in the advertising agency becomes increasingly expanded, major developments have occurred in the broadcast area which have changed the relationship between sellers of broadcast time and the progressive media department. The point was made recently by Herbert Zeltner, vice president and media director of Lennen & Newell Inc., New York, in a speech before a meeting of the Radio and Televesion Executives Society.

In the past, Mr. Zeltner pointed out, the seller of broadcast time might have worked only with the timebuyer. But today expanded media departments now have a variety of media supervisors, research specialists and account people who have an interest in the selling situation.

"The buyer is still the principal contact when it comes to the selection of one station over another or one spot plan in preference to an alternate, as well as for the proper selection of the best broadcast pattern for his particular strategy situation," the media executive commented.

"But if it is a matter of broader policy, or general market selling, the planning supervisor may very well be a proper and worthwhile contact. If new research developments or a difference of opinion revolving around technical problems of reading research results is to be considered, the various analysis and research people involved should be a part of the group contacted.

"If the seller of time is indiscriminate about his contacts in a diversified organization, he may well wind up using his limited time less efficiently. It behooves him to give some thought to what members of the organization should be specifically covered in a particular selling situation and then to restrict his presentation to material of primary concern to these people," according to Mr. Zeltner.

Another change the executive cited in the sales situation today deals with speed. "With more buyers able to determine those limited and desirable locations in a market and greater pressure for getting the best availabilities for a client, faster service is more necessary." Mr. Zeltner foresees the time when much of the routine drudgery of buying time will be done by automation, leaving the buyer free to weigh alternatives and exercise experienced judgment.

As the media department plays an increasingly important role in major marketing decisions and budget planning for clients, Mr. Zeltner warned that media departments must, in the near future:

1) Establish programs for recruiting personnel directly from colleges and universities;

2) Institute formal training programs for new personnel to develop their full potential as quickly as possible;

3) Eliminate the haphazard job-hopping and talent raiding that now exists in the field;

4) Evaluate carefully all available rating and research services and select only that one or combination of services which best meets department and client needs;

5) Abolish unnecessary routine paper work to free top level personnel for the more important tasks of planning—together with account groups—over-all marketing strategy and effective budget and media plans.

"These are rewarding possibilities, but they cannot be attained simply by default," Mr. Zeltner explained. "The media department must prove to account groups, agency management, clients and the representatives from whom it buys that it is a fast-maturing and increasingly capable arm of the modern advertising agency." • • •

report on FM

Agency Man Looks at Headaches Facing Fm Medium Today

Joe Gans, president of his own radio and tv agency, airs his personal feelings about some fm problems. (For full details see Feb. U. S. FM, p. 3)

Like the weather, everybody talks about fm, but nobody or almost nobody does anything about it.

I find it no longer amusing, for example, to hear people say they listen to fm because they enjoy the background music and are not bothered with commercials.

Fm desperately needs more commercials! But even more than that, it now needs more—much more—than merely a good music format. Fm must create the desire in people to turn to it for the kind of listening they cannot find readily available elsewhere. It must start identifying itself with all the demands for cultural expansion and entertainment made on it by its selective but ever-expanding audience.

Fm's often-made claim to a small, uniquely selective audience is no longer valid. More am stations than ever before are switching to the so-called good music format.

The fm station that persists in catering to the relatively insignificant percentage of its audience which is looking for unobtrusive music to do things by will soon discover the game is not worth the candle.

Fm Group Conducts Study To Probe Listener Characteristics

(For full details see Feb. U.S. FM, p. 6)

Six fm stations in the Sacramento Valley area of Northern California make up the membership of the Sacramento Valley Fm Broadcasters (SVFMB), founded "for the general betterment of fm."

At two separate events, the California State Fair and the Sacramento Stereo Hi-Fi Show, the SVFMB conducted surveys on the age, income, education, listening habits and musical preference of fm set owners. The same questionnaire was utilized at both events.

In the age category, persons forming the 25-35 year age group accounted for nearly 29 percent of the total listeners, with the 36-45 age group coming in for a close second at approximately 25 percent, according to the survey.

Except for those in the five digit income bracket (around 12 per cent) income appeared to have little effect on listenership. Each of the four brackets from under $4,000 to the $10,000 level accounted for about 20 to 25 percent of listenership.

Most fm listeners, the survey indicates, have had some college with over 30 percent holding degrees.

Over 25 percent of the listeners stated that they listen to fm from two to three hours a day.

The 6:00 to 9:00 p.m. time slot proved to be most popular with all listeners. Over 60 per cent tuned in during these hours, states SVFMB.

And, finally, in the area of musical preference, symphonic music took first place, light concert second and sacred music was third in popularity. Least preferred was opera and dixie land. • • •

(Cont'd from p. 51)

Mr. White states, "communicate to them a point of view; what its values are and what it stands for."

The CRA study indicates that there are approximately three stations in the Chicago area that have established a relationship with the public to the point that they can "almost be personified by the listeners."

Develop Character

In order to develop a specific character that will influence its audience, it is important for the station to realize that the listener is a human being and not, as Mr. White explains, "merely a listening machine." Stations that do realize this and make it their programming responsibility, he notes, "can be imagined by listeners almost as a person, with actual tastes and beliefs, providing companionship even when they program so-called 'background' music."

One theory developed by the Creative Research Associates was that of the *automatic tuneout*. "Attention," according to Mr. White, "is a function of the value derived. A member of any station audience can listen 24 hours a day if he feels he is getting value for his attention. Conversely, the tolerance for radio can be less than two minutes, if the listener feels he is getting no value. Automatic tuneout, then, occurs at the point where the listener feels he is paying too much attention for the value derived from radio."

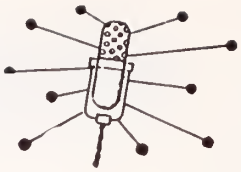
This is visually demonstrated by CRA with the use of a steadily declining graph line of "pleasure of interest *response*." Simultaneously, the line indicating the amount of "*effort* required" on the part of the listener to extract that pleasure or information will rise in proportion to the declining line. When these two lines converge, automatic tuneout occurs; that is, the listener is no longer willing to put forth the effort for a full response to what is being broadcast, according to CRA.

This factor is, in large, determined by the listener's expectation of a radio's obligation to them.

Mr. White explains that, "Listeners feel strongly that if radio is a commercial medium, if it relates to them as potential customers of advertised products, it owes them two things—entertainment and information. Failure of stations to provide

(Cont'd on p. 60)

report from networks



► CBS:

Arthur Hull Hayes, president of CBS Radio, recently spoke on "Radio in a Television Era" at Athens, Ga. The talk was given at the 16th annual meeting at the Georgia Radio and Television Institute, under the joint sponsorship of the University of Georgia's Henry W. Grady School of Journalism and the Georgia Association of Broadcasters.

Concerning network radio, Mr. Hayes noted, "Each [network] station faces stiff competition for listeners in its own community from the huge increase in the number of radio stations. Why, then, should stations continue their network affiliations? The biggest reason, I believe, is that a radio network, uniquely, can supply programming which it would be difficult or impossible for the individual station to duplicate."

In conclusion, Mr. Hayes stated that there was a definite need for more extensive qualitative radio research that would show not just the cost-per-thousand, but "the cost-per-thousand . . . who." The answer to radio's real value can be found through "more thoughtful, more imaginative, more precise research than we have developed as yet."

► NBC:

George A. Graham Jr., vice president and general manager of the NBC Radio network, states that sales in the six weeks ending January 13 totaled $3,200,000 in net revenue, making it one of the most productive six-week periods since the fall of 1956. All but $952,000 was new business.

The network's advertisers and their agencies include: Lever Bros. Co. for Pepsodent (Foote, Cone and Belding), General Motors Corp. for Buick (McCann-Erickson), Mogen David Wine Corp. (Edward H. Weiss), American Motors (Geyer, Morey, Madden and Ballard), Rolley Co. for Sea and Ski (Foote, Cone and Belding), Kellogg Co. (Leo Burnett), International Minerals and Chemical Corp. for Accent (Needham, Louis and Brorby), Wagner Electric Corp. (Arthur R. Mogge), Reader's Digest Association (Schwab, Beatty and Porter) and Sinclair Refining Co. (Geyer, Morey, Madden and Ballard).

► ABC:

The rematch between heavyweight boxing champion Floyd Patterson and Ingemar Johansson scheduled for March 13, will get exclusive radio coverage by ABC. Robert R. Pauley, vice president in charge of ABC Radio, announced that the fight package, which has been sold to the Carling Brewing Co. and the Mennen Co., is worth over $350,000, and that the cost to the network for the broadcast rights may be the highest in the history of radio.

Planters Nut & Chocolate Co., a subsidiary of Standard Brands, and Lewis-Howe (NR tablets and Tums) have signed up for major schedules on the networks *Flair*. The Don McNeill *Breakfast Club* has picked up extensive schedules from Sylvania Electric Products Inc. and the Hudson Vitamin Corp. The program's sales have increased 15 percent over last year.

► MBS:

On February 6, Mutual opened its San Francisco news bureau, the first of two on the West Coast. The second, in Los Angeles, will be opened in mid-spring. KQBY San Francisco has assumed the responsibility of running the bureau there. Don Heath is the bureau chief with Bob Wildrop, former NBC newsman, assisting. As a pick-up for the West Coast and the Far East, the bureau will provide late evening news shows. • • •

(Cont'd from p. 59)

these two elements causes listeners to feel as if they are merely objects of a pitchman's routine, not selective listeners."

"Radio programming is not designed for the purpose of occupying a continual foreground in the listener's mind," he continues. "Radio is now used both for a direct contact relationship, as in the news, sports and special programs, as well as for a background interest against which other activities may be performed."

He also points out that "Commercials are remembered in two ways: First, with some feeling of tolerance and even pleasure. Secondly, with feelings of tension. Commercials remembered best with tolerance and pleasure include jingle and humorous sell, but only when the humor angle is relevant to the product otherwise the product or service involved is forgotten. Commercials recalled with tension associations include the very hard sell and the so-called 'scientific' or otherwise exaggerated claims.

"Stations that have achieved authority, or character, invest every utterance they make," Mr. White continues, "with an added value that exceeds the literal commercial message. A listener will generally take positive action from an authoritative voice, but remain relatively unmoved by an innocuous one."

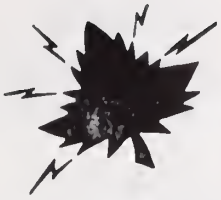
In summary, Mr. White notes "The fact that radio programming and advertising reaches a broad market quantitatively speaking, seems to have clouded the basic problem of assessing radio's effectiveness as a commercial medium.

Not Box Office

"The question of the nature of radio's influence on listeners, if any, has been assessed primarily by counting listeners. The effectiveness of this technique as an adequate measurement of advertisement efficiency has been contested by many advertisers and researchers. The basic framework for evaluating such influences is theoretically that of communications and not of box office

"It would seem more logical to determine the images, feelings, memory traces and values which radio has communicated to its listeners regarding its programs and its advertised products." • • •

report from Canada



Radio Households, Population Rise According to BBM Fall Survey

Radio households in Canada have increased by nearly 200,000 in 1960 according to the fall estimates recently issued by the Board of Broadcast Measurement, Toronto. Radio households are considered equivalent to total households by the BBM, because of the nearly 100 percent radio set ownership in Canada.

Total households as of November, 1960, reached 4,459,100 compared with 4,294,500 households as of November, 1959. The BBM does not measure multiple radio set ownership, according to W. L. Hudson, director of research and development.

The household estimates are prepared twice a year, using the latest census figures as a base. Population and household estimates are broken down into counties, census divisions "or parts and balances thereof." Cities, municipalities, towns, villages, townships and parishes are included in the listing, with the exception of those in the Yukon and Northeast territories.

Reports are distributed to all BBM members as well as to broadcasters, advertisers and agencies.

The table below shows a 1959-60 comparison of population-radio household figures of 10 Canadian provinces.

Ethics Code in Effect

In other news from Canada, the Canadian Association of Broadcasters has announced that its long-discussed Code of Ethics went into effect early this month.

A major advancement toward self-regulation among Canadian broadcasters, the code numbers 156 radio and television stations as subscribers.

The code provides that all groups of listeners shall have some part of the station's general programming devoted to their special likes and desires. Stations are pledged to serve the interest of the community and identify themselves with worthwhile community activities.

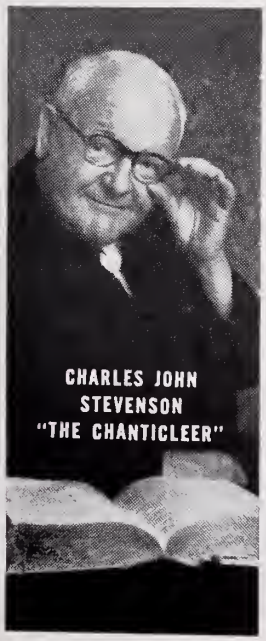
News should be presented accurately and free from bias, the code provides. Newscasters may analyze and clarify news, as long as comments are clearly labeled and kept distinct from regular news presentation .

Enforcement of the code is handled by a five-man Code of Ethics Committee, which has the power to withdraw certification from a member station for failure to adhere to provisions. • • •

BBM FALL ESTIMATES

Province	Population 1960	Population 1959	Radio Household 1960	Radio Household 1959
Newfoundland	463,000	452,000	89,000	85,900
Prince Edward Isl.	104,000	102,800	24,000	23,500
Nova Scotia	728,000	722,400	170,100	169,400
New Brunswick	605,000	595,500	132,000	129,200
Quebec	5,166,500	5,048,900	1,143,900	1,092,200
Ontario	6,173,400	6,013,100	1,593,100	1,549,100
Manitoba	905,000	893,000	232,000	229,000
Saskatchewan	914,000	910,400	249,900	241,700
Alberta	1,307,000	1,257,100	350,000	329,300
British Columbia	1,628,000	1,585,800	475,000	444,500
*Canadian total	17,993,900	17,581,400	4,459,100	4,294,500

*Not including the Yukon and Northwest territories. Population and radio households are rounded to hundreds.



These Men Capture Listeners!

WGY offers advertisers a unique (for its area) opportunity to sell specific adult groups

Through personality shows such as "The Chanticleer" and "Breakfast With Bill," WGY captures specific and mature audience groups in its market area: Northeastern New York and Western New England. This varied programming earns top listenership among all adults—listeners who *spend the money* for your products. With spots on WGY, you can pin-point your sales message to individual buying groups (farmers, housewives, sports fans, many others)—an advantage no competing station offers. Varied programming makes WGY your best area buy for a class *or* mass message. For availabilities, contact the Henry I. Christal Co. or WGY, Schenectady, N. Y.

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16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

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Represented by John E. Pearson Co.

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Fulton, Missouri
900 Kilocycles 1000 Watts

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Une Atmosphère Élégante

RESTAURANT
VOISIN

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NEW YORK

Lunch and Dinner Reservations
Michel : TEmpleton 8-6490

radio research

Out-of-Home Listening Reached New Peak Last Summer, Pulse Reveals

Out-of-home listening during the summer of 1960 made its largest gains in a four-year upward climb, according to figures released recently by The Pulse Inc. covering 29 major markets.

A record 34 percent was added to the in-home audience according to figures released by Larry Roslow, associate director of Pulse. This was a gain in out-of-home listening of nearly four percent over 1959's 30.5 percent. In 1958 out-of-home listening reached 28.3 percent and in 1957, 25.7 percent.

The markets surveyed contained 20,514,100 radio homes—40.1 percent of the U. S. total. In terms of actual audience size in these areas, five percent of all radio families reported listening in automobiles, at work or in other away-from-home places during the average one-quarter hour between 6 a.m. and midnight.

"If these results are projected nationally," Mr. Roslow indicated, "the out-of-home audience during the past summer added 2,558,000 families to the audience during the average one-quarter hour throughout the day."

A summary of the results by market is shown in chart below. • • •

In-Home and Out-of-Home Radio Listening—Summer 1960 *

(All Areas surveyed during July-August, 1960 except where otherwise noted)[1]

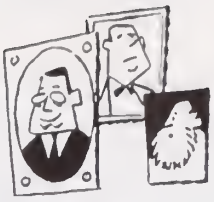
Market	(Summer '60) Homes Using Radio In-Home	(Summer '60) Homes With Out-of-Home Listening	(Summer '60) Total Audience	(Summer '60 % Added by Out-of-Home Listening
Atlanta	11.6	4.4	16.0	38.0
Baltimore	11.9	4.8	16.7	40.4
Birmingham	12.3	4.6	16.9	37.4
Boston	14.3	4.1	18.4	28.7
Buffalo	15.9	6.2	22.1	39.0
Chicago	13.1	4.9	18.0	37.2
Cincinnati	11.7	4.6	16.3	39.3
Cleveland	16.5	5.3	21.8	32.1
Columbus, Ohio	15.4	3.7	19.1	24.0
Dallas	13.0	5.0	18.0	38.4
Detroit	11.9	4.9	16.8	41.2
Fort Worth	12.9	4.8	17.7	37.2
Houston	14.2	5.1	19.3	35.9
Kansas City	16.3	4.7	21.0	28.8
Los Angeles	16.8	5.7	22.5	33.9
Miami	17.2	5.2	22.4	30.2
Milwaukee	17.5	4.6	22.1	26.3
Minneapolis-St. Paul	15.1	3.8	18.9	25.2
New Orleans	11.3	3.5	14.8	31.0
New York	14.9	5.6	20.5	37.6
Philadelphia	15.2	4.7	19.9	30.9
Pittsburgh	13.6	4.9	18.5	36.0
Portland, Oregon (2)	18.5	3.8	22.3	20.5
Richmond	13.7	3.7	17.4	27.0
St. Louis	15.3	4.1	19.4	26.8
San Diego	15.3	4.8	20.1	31.4
San Francisco	16.6	4.6	21.2	27.7
Seattle	16.2	4.3	20.5	26.7
Washington	12.4	4.8	17.2	38.7
Average, 29 Markets	14.7	5.0	19.7	34.0%

*Figures on "homes using radio" cover 6 AM to Midnight, Sunday-thru-Saturday. All figures expressed as % of radio families surveyed.

[1]Miami . . . . June-July Chicago, New York, Washington . . . . August only
Cleveland, Dallas, Fort Worth, Houston, Kansas City, Pittsburgh . . . . August-September

[2]Rating based on Monday-Friday only

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Ralph Zeuthen is now with Compton, New York, as a v.p. and account supervisor. He was formerly with Edison Electric Institute.

Robert Steres of D'Arcy, St. Louis, has been moved to that agency's new San Diego office where he will serve as media director.

Victor Armstrong, senior v.p. of account management at Kenyon & Eckhardt, New York, has been elected to the agency's board of directors.

John H. Leonard and **Herbert R. Roberts** are newly elected v.p.'s of BBD&O, New York. Mr. Leonard is in charge of an account group while Mr. Roberts manages the agency's marketing department. Another BBDO vice presidency has gone to **M. Michael Griggs** who joined the agency in 1946 ad is now a group head there.

C. Wendell Muench, long time head of his own Chicago agency has merged with Presba, Fellers and Presba. This combine will now be known as Presba-Muench Inc.

Robert J. Probst, formerly president of Concept Design and Development Ltd., St. Louis, has moved to Needham, Louis and Brorby, New York, as account executive. The agency's Chicago office now has the services of **Gordon Buck** as media supervisor. Buck was formerly with Aubrey, Finlay, Marley & Hodgson, Chicago. In addition, **William Barclay,** previously with Quaker Oats Co., is now a research supervisor at the NL&B New York office.

STATIONS

Mark Woods, a former president of ABC, who has been away from the industry for ten years has been named v.p. and general manager of WSPB Sarasota, Fla.

Robert E. Sharon, former general manager of KDEO San Diego, assumes position of sales manager for KFWB Hollywood.

Station manager appointments in the Franklin Broadcasting Co., Fort Lauderdale, Fla., include: **Charles W. Loufek,** formerly manager of KOME Tulsa, Okla., and now manager of WEW St. Louis; former sales manager **Gordon H. Lund** to replace Loufek at KOME; **Sherod F. Rouser** previously at WWIL Ft. Lauderdale, to head WLOD.

Bill Crews, former sports announcer at KMOX St. Louis has been named manager of KFSA Fort Smith, Ark.

Irv Trachtenberg has been appointed assistant manager of KTIX Seattle. He was previously group sales manager at the Radio Advertising Bureau, New York.

Robert C. Fehlman manager of WHBC Canton, O., has been selected to manage WPDQ Jacksonville, Fla. Replacing him will be **Paul E. Gilmor,** who has been the station's sales manager.

Jack Gelzer, formerly account executive, appointed local sales manager, WGR Buffalo.

REPRESENTATIVES

Norman Flynn has been named v.p. of Broadcast Time Sales. He has been with the firm's sales department for three years. In the representative's Chicago office, **Robert Wencel,** formerly with WBBM-FM Chicago, will become the midwest account executive for BTS.

H. Malcolm Stuart, a former sales executive with ABC joins the Charles Bernard Co., New York, in a sales management capacity.

Santo J. Crupi, previously with Middlesex Broadcasting Co., assumes managership of Avery-Knodel's new Boston office.

Arthur Gordon, general manager of National Time Sales, New York, has been appointed v.p.

Thomas Carroll, v.p. at Radio-TV Representatives has been made an executive v.p., while **Fred L. Bernstein** has joined the firm as v.p. in charge of new business. Bernstein was with International Good Music, the Heritage Stations.

Jim Smith has been selected to head up the new Boston office of Adam Young . He was formerly with the firm's New York office.

Kenneth F. Campbell, previously with the Branham Co., has joined H-R Representatives as account executive.

The Katz Agency has announced two additions to their New York radio sales staff: **Scott Eddy,** formerly a salesman there will now concentrate on improving spot radio and **Sal Agovino,** previously with H-R Representatives, will work in sales.

NETWORKS

William L. McDaniel has been elected executive v.p. for the NBC Radio Network. He was v.p. in charge of network radio sales.

Irv Lichtenstein has been appointed to the newly created Mutual Broadcasting System post of director of advertising, sales development and promotion. He was formerly with National Telefilm Assoc. as director of promotion and merchandising. The new general sales manager for the network is **Frank Rogier,** formerly with Thermo Fax as general sales manager.

Gelzer

Crupi

Gilmor

Eddy

Agovino

Flynn

Sharon

Fehlman

EDITORIAL

can public service be measured?

RADIO'S PUBLIC INTEREST RECORD

U.S. RADIO's second annual survey of *Radio in the Public Interest* (see p. 20) reveals once again the impressive role the sound medium plays in serving communities across the country.

It is a record that defies measurement by most standards: Expansion of news activity, immediacy of information during a weather emergency, the finding of a pet, day-to-day support of community campaigns, special activities on behalf of fund drives, regular flow of happenings in and around town, editorials and discussions intended to stimulate thinking on local—or even national—problems.

How can the extent and results of these activities be truly measured?

CHANGES IN REPORTING METHODS?

There is a strong industry move afoot—supported by the National Association of Broadcasters—to change the present reporting system used by the Federal Communications Commission.

The FCC standard requires that stations report their public interest programming activity in percentages on a "composite week" basis.

The NAB has told the FCC that "submission by the broadcaster of a percentage breakdown of his programming is unrealistic and unnecessary."

Under consideration by the FCC is a plan to permit broadcasters to report their public interest responsibilities in narrative or qualitative form rather than the present "numbers" system.

According to U.S. RADIO's questionnaire survey, stations are overwhelmingly in favor of the narrative form on the grounds that it is a more effective way of reporting public service.

Here's a typical station comment:

"Numbers are only half a story. In public service, how do numbers explain an appeal for a needy family burned out of its home or the hospital asking for a special type of blood. We say that we programmed 150 hours of public service in 1960, but that doesn't tell you that approximately 100 hours of that time was station-produced programs dealing with local affairs, farm activities, special drives."

Similar comments from stations support the proposed narrative form because it would better show the effort involved as well as the effectiveness of various public interest undertakings.

One broadcaster sums it up this way: The percentage report does not "give consideration to the cost of research, writing, production and talent in producing programs in various categories, nor to the true type of some public service programs."

And a station that relies on public service announcements rather than programs says, "We are in favor of the qualitative form because one 1-minute locally-produced public service spot may take hours of time for planning and recording."

MERIT OF THE PLAN

The merit of the plan itself is not questioned by its critics. They only mention that the narrative form would involve considerably more effort to prepare. It is up to the broadcasters—and the FCC—to decide if presenting the whole picture is worth the effort.

But no matter how one measures it—whether by numbers or by effort and results—the public interest record of radio is impressive.

IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)

START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)

No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010

WINS

NEW YORK

Nationally Represented by The Katz Agency

MUTUAL CLEARS THE AIR

STOP! Mutual Radio is the only network that gives this guarantee: 80% clearance across the board in all prime time slots! **LOOK!** All of Mutual's 400 affiliates are sold on Mutual's "Go Network—Stay Local" programming concept. Result? Clearances are not a problem.

LISTEN! You hear what yo buy on Mutual Radio. Your cl ent's clearance pattern become established with the airing of his first ar nouncement. Mutual Radio gives you your ac vertising schedule . . . not rebates. **GO!** War a guaranteed 80% clearanc in prime time? Buy Mutual

MUTUAL RADIO

A SERVICE TO INDEPENDENT STATIONS • Subsidiary of Minnesota Mining & Manufacturing Company

M Grows
2% in '60*
,00 homes added
Golden Sound Circle

is more than coincidence that is reat growth occurred in the st ear of WFBM-FM's oper- io Planned variety program- m outstanding news-in-depth v age and day-in-and-day- t omotion have focused more d nore attention on FM.

WFBM-FM "Golden Sound t e Middle West" . . .

- eaches a market of 237,557 select M Families
- ominates a 51 county area here retail sales total more than 2 billion.
- is the *select* market for your ct . . . just ask Walker- alt, Inc.

d 1960 FM set sales in WFBM-FM coverage area.

WFBM fm 94.7mc
"SOUND OF THE MIDDLEWEST"

ca's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

U.S. FM

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

VOL. 2 — NO. 2

FEBRUARY · 1961

35 CENTS

Broaden Programming

Two Agency Executives Urge Fm'ers to Add Cultural and Talk Fare to Program Line-up

Today's Radio?

NAB LIBRARY

Prominent Fm Broadcaster Examines Ups and Downs of Fm and Why He Sees Bright Future

Near Record Set Output

MAR 6

Final Tally of Fm Set Production Shows 1960 Biggest Year in More Than a Decade

Fm Facts in Pocket

NAFMB Prepares New Circular Pocket-Sized Computer of Fm Facts for Member Stations

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Name ..... Title .....

Company .....

Type of Business .....

☐ Company or

☐ Home Address .....

City ..... Zone ..... State .....

Please Bill ☐ Payment Enclosed ☐

FORE MOST

Fm Set Buying Turns In Near Record Year in Production

Fm production in 1960, reaching its highest mark since 1948, has exceeded expectations. The final count by the Electronics Industries Association shows that fm output last year was 904,766 units, compared with the 1959 figure of 540,522. In 1948, production exceeded a million and a half receivers. Earlier optimistic estimates on the 1960 total were pegged around 700,000.

NAFMB Prepares Pocket Computer Of Fm Facts for Salesmen

The National Association of Fm Broadcasters is preparing a circular pocket-sized computer of fm facts for salesmen of member stations. It will contain figures from a composite analysis of Pulse fm studies of last year (see *NAFMB Notes,* p. 19).

'Fm Info File' to Provide Agencies With Audience Data

A compilation of audience survey results and available fm audience information intended for use by timebuyers and agency personnel is being published by International Good Music Inc., Bellingham, Wash. First part of the file contains condensations of two fm surveys by Alfred Politz Research Inc. and by the University of Southern California Department of Telecommunications. The file is available without charge to agency personnel. And, according to John D. Tuttle, administrative vice president, the publication will contain no IGM promotions.

Seattle Fm Broadcasters Add Joint Voice to Fm Promotion

In another move to pool and coordinate promotional efforts, nine Seattle fm stations have formed the Seattle Fm Broadcasters Association. The group is studying the possibilities of making joint presentations to media buyers and originating a Sunday fm section in one of the daily newspapers. Cortland Clark, KLSN-FM, is chairman. Stations represented thus far are KGMJ-FM, KING-FM, KMCS-FM, KGFM, KETO-FM, KZAM-FM, KOL-FM and KGMI-FM (Bellingham). Tacoma stations are expected to be invited to join.

25 Fm Questions Highlight Texas Broadcaster Session

The "25 most asked questions" about fm highlighted the fm meeting of the Texas Association of Broadcasters held early this month. The three-hour session featured a panel comprising Jim Morris, KTBC-FM Austin; Webb Hunt, KQUE Houston, and Tommy Lanyon, KSPL Diboll. Presiding was Lynn Christian, KHGM Houston, and head of the TAB fm section.

Fm Homes in Indianapolis Nearly Double in 1960

Growth of fm homes in the metropolitan Indianapolis marketing area was 92.24 percent in 1960. A survey of set distributors conducted by WFBM-FM also indicates that 50,000 fm units were sold last year in a 51-county area. Fm-equipped homes in the metropolitan marketing area, according to the station survey, now stands at just under 80,000.

LETTERS

In the Black

We have been on the air for just a little over six months and all our evening time is sold out, Monday through Sunday, plus three hours across the board during the daytime.

We sell block time only and limit our commercials to only four per hour; and what is more important, we are operating in the black.

Perry P. Walders
General Manager
WJMD(FM)
Washington, D.C.

Accolades

Recent issues of U.S. FM have been received with thanks. Such a publication would appear to provide a very beneficial service for fm.

Henry Broderick
WDRC(FM)
Hartford, Conn.

Last week I saw your interesting copy of U.S. FM. The material in the December issue was unusually interesting.

Last year, as part of my brokerage service, I handled the sale and transfer of four fm stations in California, so one might say I am quite familiar with the fm field. Congratulations on your fm magazine. It should be a great help to fm broadcasters.

Wilt Gunzendorfer
Wilt Gunzendorfer & Assoc.
Los Angeles

Belated congratulations on your excellent publication devoted to the growing fm medium. We join the chorus of those saying it fills a long-felt want.

A. A. McDermott
Radio & Television Sales, Inc.
Toronto
Canada

I enjoy reading your U.S. FM magazine, and appreciate what you are doing for the industry. There are many fm stations across the country who, like WMIT, have been dormant for the past few years. However, your publication has given me renewed faith and encouraged us to take a good look at our advertising potentials.

Seddon Goode, Jr.
Treasurer
WMIT (FM)
Charlotte, N. C.

U.S. FM

VOL. 2 — NO. 2

FEBRUARY 1961

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New York 19, New York

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PLEASE BILL ☐ PAYMENT ENCLOSED ☐

TWO AGENCY MEN CHARGE . . .

Broaden Scope Of Programming

Agency owner Gans and Ayer's Heston examine various fm areas—program content and titles, commercials and promotion

Joe Gans, head of his own New York radio-tv agency and one of the most consistent national buyers of fm, urges remedial improvements.

Like the weather, everybody talks about fm, but nobody or almost nobody, does anything about it. I am by no means trying to belittle the herculean efforts of those sincere, dedicated fm'ers who have toiled diligently in its behalf. But it seems to me much of what has been done has been, in many cases, wasted.

I find it no longer amusing, for example, to hear people say they listen to fm because they enjoy the background music and are not bothered with commercials.

Fm desperately needs more commercials! But even more than that, it now needs more—much more—than merely a good music format. For not until it keeps pace with today's lively world, will it be in a position to carry more commercials. It is foolish in my opinion to strive for a "sound" when, in some cases, the sound is dull. It is sheer economic suicide to continue playing everything from the "Star Spangled Banner" to Franck's symphonic variations and make it all sound like Montavani's "Green Sleeves."

The audience is there and is growing every day! The audience, like Topsy, just "growed." It is time now for fm to capitalize on this growth, to start providing more creative fare than merely its present good music format. It is time to change the listings from the monumentally unimaginative titles of *The Morning Concert, The Afternoon Concert* and *Candlelight Concert*.

Fm must create the desire in people to turn to it for the kind of listening they cannot find readily available elsewhere. It must start identifying itself with all the demands for cultural expression and entertainment made on it by its selective but ever expanding audience. It must start broadening its base to fill the vacuum which now exists if it is going to create the desire in more people to discover its wares.

Fm's often-made claim to a small, uniquely selective audience is no longer valid. More am stations than ever before are switching to the so-called good music format. More quality programming of a wide variety is now being carried on television. Class publications are enjoying booming circulation gains. All these have a tendency to dilute fm's quality audience.

The fm station that persists in catering to the relatively insignificant percentage of its audience which is looking for unobtrusive music "to do things by" will soon discover the game is not worth the candle.

The arts, the sciences, programs of public interest, community welfare,

education and information are merely some of the specialized areas in which I believe fm must direct its attention if it is to compete successfully against other media for listeners and advertisers' dollars. There is a wealth of material available on tape and transcriptions, a wealth of opportunity to do local live programming with imagination and force. These ostensibly are the kinds of stimulating programs a well-informed, and well-educated, audience would relish.

I am not suggesting fm lower its standards. On the contrary, I am urging they be raised in order to provide the public with something it does not now have. This would inevitably lead to rapidly increased set sales, which in turn would lead to an increased audience—a combination any advertiser would find hard to resist.

More imaginative programming, broader scope, a more enlightened management, along with a more positive assist from the fm set manufacturers, will do much toward helping fm radio turn its potential into reality. And the time to start is now!

John Heston, service representative-markets and plans department, N. W. Ayer & Son Inc., Philadelphia, and one of the first in his agency to investigate fm, believes that fm today has the goods, but lacks promotional force to help it deliver.

As one of the first in his agency to investigate fm for national advertisers, Mr. Heston believes:

"Fm programming in general is good. What is dull to one listener may be highly entertaining to another. And in the large metropolitan markets, like New York, Chicago, San Francisco, Boston and others, there are enough fm stations that each can, and does, narrow programming enough to give variety with a switch of the dial.

"Program titles, although not highly imaginative, are for the most part, pretty good. They help dress up the station's program offerings and guide the listener to the kind of music he wants to hear.

"Fm stations could and should add quality features of interest to a good-music oriented audience. Programs in the allied fields of art, science and public service would balance programming and would probably be welcomed by listeners who are unable to find these features on am radio or even on television. The addition of quality talk programs is a logical step for stations that are second, third and fourth in their markets. With nothing more to distinguish one fm station from another than shades of good music, quality 'arts' programs may find a lively audience and give a station a more solid programming ground.

Technical Advantages

"But to venture too far afield from musical programming would be to lose sight of the technical advantages of the medium. Music has been and always will be the program base for fm because of the fidelity of the broadcast. It is this technical aspect that has gained for fm its most loyal audience."

Although much progress has been made in the last three or four years, lack of enough information on fm is still the main barrier between agencies, advertisers and the medium, Mr. Heston observes.

"When N. W. Ayer first stirred the fm breeze for clients Hamilton Watch Co. and Steinway & Sons, there was little material available on the medium. We had to make our own studies and dig up enough information to make our media plans worthwhile.

"That was three years ago, and the situation, although improved, is much the same today. Market facts, audience figures, set penetration—all these things should be available to us because we're in the (agency) business.

"Stations themselves are caught in a squeeze. They have less money, fewer sales executives than other media. They have a story to tell, but not enough money to tell it. So naturally the medium is held back by self-limitations.

Carrying the Ball

"But who is going to carry the ball? Should it be the station? Should it be the set manufacturer? Should it be the representative?"

Mr. Heston feels that none of these groups is really taking advantage of the great publicity boosts the medium has entertained in the past several months. Set manufacturers could do more to help the medium grow within their own scope. Stations are financially limited, but should take more initiative because any progress is obviously to their self-interest and gain.

He points out that many of the national advertisers now using fm tried the medium as a result of their own or their agency's thinking and planning. Their buys followed their own initiative, and did not result from a conscious wooing by fm promoters. "It's not that stations were unwilling; they just did not know how to go about it. If that is the case with the handful of advertisers on fm today, imagine the long range results if the industry were to sell itself with clarity and force." • • •

Fm: Today's Radio

Harold I. Tanner, president and general manager of WLDM Detroit, which he founded in 1949, surveys fm's future. He explains what has held fm back and why he believes fm is firmly established

While am is still the preferred choice of most advertisers, the day of re-appraisal of these buying methods has already arrived.

Only a few short years ago fm was known to the world as the realization of an inventor's dream. Later it was referred to as the "sleeping giant." Still later the "frustrated medium." We believe it is now known as "today's radio" because fm is the story of the better mouse trap.

To examine the history of fm we find that it was first discovered by Major Edwin Armstrong in 1938. The man who had given us virtually every modern development that has come to radio.

During World War I, he discovered the hetrodyne circuit which he later improved with the superhetrodyne circuit that is still the basis for all radio reception.

In 1940, when fm first flashed across the horizon, it was hailed as the system that within a very few years, because of its technical superiority, would cause the rapid demise of all am stations. At that time some industry leaders predicted as little as two years, others as long as five.

But from the first fm was plagued with difficulties. World War II caused the complete curtailment of all civilian production.

In the post-war period, a severe blow was dealt fm when the Federal Communications Commission decided to move fm from the 42-to-50 megacycle to the 88-to-108 megacycle band. Thus at a single stroke making all existing fm receivers obsolete.

In 1948, it ran head on into another electronic miracle—television.

From a post-war high of 732 stations in 1950, the number declined to 530 in 1957. But today the total figures including commercial, educational, construction permits and applications pending totals 1,180. (Commercial stations on air as of December 1960 number 821.) In 1960, station grants established a new 10-year high and fall-offs a new 10-year low.

Sales of fm home receivers have continually climbed. Sales in 1959 were 55 percent over 1958. 1960 will double 1959 or about 2,140,000. Estimates for 1961 are well over the three million mark.

In regard to automobile radios, too, sales of fm-only receivers are soaring.

In the larger metropolitan areas today, comprehensive surveys indicate that fm has more than passed the half-way mark in attracting the listeners in each city. Fm penetration in New York is 57 percent, Boston 52 percent, Los Angeles 49 percent, San Francisco 48 percent, Detroit 51 percent, Washington 42 percent and so on across the nation.

It is interesting to note how so many of the more astute and successful businesses and their advertising agencies sometime ago recognized fm and have given the support of their advertising dollars and have become staunch friends of this strong new medium.

We find among them such household names as General Motors Corp., Chrysler Corp., General Electric, Hamilton Watch Co., *Time* and *Harper's* magazines, Lowenbrau and Tuborg imported beers, Northwest Orient, BOAC, KLM and Japan Airlines, Zenith Radio Corp., Sheraton Hotels, Sinclair Oil, Columbia and RCA Victor records and many more whose names are as outstanding in their respective fields.

But what of the future?

We believe there will be as many different types of radio stations as there are restaurants, each with a definite bill of fare that will appeal to all tastes, to all levels of society.

However, we feel confident that the group of fm pioneers who have led the way will maintain their high standards that have enabled them to acquire their large audiences.

These are the stations that are being and will be emulated by others because of their success. This means better radio—better listening—better service to the public we all serve. This trend is firmly established. Fm has truly become Today's Radio. • • •

Is There a Research Vacuum?

If there is, many local groups are attempting to document fm listener characteristics by supplementing national research efforts with various community-wide techniques

It has often been said that fm has its own "special" audience. An audience that is generally inclined to quality programming.

Agencies complain that the background and listening habits of this group have not been clearly determined in enough cases.

What is the image of the fm listener? In one recent sampling taken, 36.3 percent of fm listeners were college graduates; 26 percent were in the $7,000-10,000-a-year income bracket, and in the majority it was a young (35 or under) audience.

These are a few of the findings of the Sacramento Valley Fm Broadcasters (SVFMB). This association of six fm broadcasters meets once a month to arrive at concrete methods of improving fm broadcasting in the northern California area.

Realizing a need for more information concerning the fm listener, the SVFMB conceived and conducted two surveys that might shed some light on the listening habits and backgrounds of the listener.

At the last California state fair, the SVFMB set up and manned an fm booth. "The purpose of the project," says a spokesman from the group, "was to educate fair goers on the advantages and the programming of fm radio. Still deeper was the desire to stimulate the sets-in-use factor for the area. A variety of domestic and foreign table models, transistor and auto fm receivers was displayed."

By demonstrating the quality of the small receivers the group was attempting to indicate that it was not necessary for an individual to own the more expensive console sets in order to get full enjoyment of fm listening.

Visitors to the booth were asked if they owned fm sets. If their answer was affirmative, they were invited to participate in the survey. It is noted that "printed forms requiring, for the most part, only check marks and numbers for completion were used."

The response to the survey at the state fair was so strong that the SVFMB decided to repeat it at the Sacramento Stereo-Hi Fi Show. Again, a display of small fm/am receivers was set up, with the added feature of giving away some of the sets as door prizes. In order to make the survey more accurate, identical questionnaires to those used at the fair were offered to the visitors at the hi fi show.

In St. Louis, KCFM ran a telephone survey, in which listeners were asked to indicate the number of hours they listen to fm. It is interesting to note the similarity in listening hours in this survey to the one conducted in Sacramento:

KCFM asked 537 respondents who listen to fm, "How many hours a day do you listen"?

Number of Hours	Percent
2 hours or less	28.3
3-4 hours	29.2
5-6 hours	16.8
7-10 hours	15.8
More than 10 hours	5.4
Only on weekends	4.5

Another KCFM question was, "Would you like to hear a short newscast on fm?" 60.3 percent replied that they would, 38.6 percent said "no" and 1.1 percent had no opinion.

In listing the results of its survey, the SVFMB did not couple the State Fair and the Hi-fi show responses together, each was listed as a separate group. • • •

Fm Listening Survey

Conducted by the Sacramento Valley FM Broadcasters

Age	State Fair Group	Hi-Fi Show Group
Under 18	8.4%	4.4%
19-25	26.2	22.2
26-35	23.7	32.8
36-45	24.0	26.4
46-60	15.9	12.1
Over 60	1.8	2.1
Income		
Under $4000	28.2%	15.2%
4000-5500	20.0	14.8
5500-7000	23.6	27.0
7000-10,000	19.1	26.2
Over 10,000	9.7	16.8
Education		
Some High School	10.5%	4.6%
High School Grad.	23.4	20.0
Some College	35.5	39.2
College Grad.	30.6	36.3
Daily Listening Average		
Under 1 hour	4.7%	3.9%
1-2 hours	16.8	19.6
2-3 hours	23.3	26.5
3-4 hours	19.8	20.4
4-5 hours	12.4	11.1
5-6 hours	15.7	13.1
Over 6 hours	7.3	5.3
Listening Habits		
Monday-Friday		
6-9 a.m.	20.6%	15.4%
9-12 n	22.0	19.1
12-3 p.m.	21.6	17.4
3-6 p.m.	29.0	27.4
6-9 p.m.	61.6	61.2
9-12 m	38.3	38.0
Saturday		
6-9 a.m.	13.4	11.2
9-12 n	24.2	23.9
12-3 p.m.	27.7	28.0
3-6 p.m.	33.1	33.2
6-9 p.m.	44.6	49.2
9-12 m	33.2	38.2
Sunday		
6-9 a.m.	11.6	11.4
9-12 n	18.8	22.4
12-3 p.m.	29.9	29.7
3-6 p.m.	34.2	33.0
6-9 p.m.	41.3	50.8
9-12 m	32.6	34.9
Musical Preference		
(These were listed in alphabetical order on the form)		
Type		
Symphony	15.2%	14.2%
Light Concert	11.9	13.8
Sacred	10.4	2.1
Pop Concert	9.7	12.3
Mood	9.1	11.5
Jazz	7.4	8.8
Dance	7.3	9.8
Show	7.2	7.6
Chamber	5.7	4.6
Choral	4.2	3.3
Folk	3.8	2.9
Ballet	3.0	2.1
Opera	2.7	2.7
Dixie	2.4	3.3

FAVORABLE MENTIONS

Restaurant Group—The 12 Portland, Ore., restaurants that comprise the "Dine Downtown Association" have purchased a 26-week flight over KPFM. The purpose of the association, represented by Goodrich and Snyder, Portland, is to stimulate business for the downtown restaurants. The program being used is *Candlelight and Silver*, and will provide light classical music during the dinner hour, Monday through Friday. According to the station, "commercials will urge listeners to dine downtown, with four one-minute announcements spotlighting different downtown restaurants during the program."

In another development, KPFM is now on a 24-hour operation with the scheduling of a six-hour segment (midnight to 6:00 a.m.) for the Portland General Electric Co. The all-night show is titled *Music Out of the Night* and, the station says, "features mood music, light classical, jazz and show tunes Monday through Saturday. On Friday and Saturday nights the jazz section moves from midnight to 2 p.m."

Coffee—Yuban Coffee through Benton & Bowles, New York, has assumed full sponsorship of the new KBIQ Los Angeles, Mantovani show. To provide greater fidelity the station will simultaneously broadcast the program over its fm and television facilities.

The Union Pacific R. R., through its agency Geyer, Morey, Madden & Ballard, Los Angeles, has purchased a 13-week spot campaign over KBIQ. Purpose of the campaign is to "woo travelers for winter train travel," according to Bob Hammond, the station's commercial manager.

Other KBIQ buys include: A 20-week campaign for the Pacific Coast Club of Long Beach, designed to spark a new membership drive for the club; Southern California Plasterer's Institute; Warner Brothers Film Co.; Concerts Inc.; Universal Pictures and KCOP television.

Bank—The Bank of America, San Francisco, which has been running a nightly (8 to 9 p.m.) classical music program for the past year, has just renewed its contract with KSFR, reports the Bay Area concert station. "We have found," states Charles Stuart, advertising manager for Bank of America, "that fm radio focuses our advertising on an influential and affluent market and helps to build a long term friendship with our customers."

MAESTRO EUGENE ORMANDY (l), conductor of the Philadelphia Orchestra is interviewed by Max M. Leon, president of WDAS-FM. The program, part of a WDAS concert series entitled *Backstage at the Academy of Music*, was recently broadcast by the Philadelphia station.

Travel—With spring just around the corner, firms such as airlines and various travel associations are placing schedules for the upcoming vacation season. WFMT Chicago reports a heavy influx of airline travel accounts slated for its spring schedule. Among the airlines, WFMT reports the following have recently placed spot schedules: Sabena Belgian World Airlines through McCann-Marschalk and KLM Royal Dutch Airlines through Erwin Wasey, Ruthrauff & Ryan. Air France, via BBD&O, has doubled its present schedule. Two additional airlines are Japan Air Lines through Botsford, Constantine & Gardner and Scandinavian Airlines System. The station adds that this is their third year with Air France, JAL and SAS.

Two travel accounts recently signed are, The Swiss Tourist Office through Sudler and Hennessey, which will sponsor a weekly program of classical music, and The French National Railroads through Byrde, Richard & Pound, which has taken a schedule of one-minute announcements.

WFMT notes that many of these advertisers have taken space in the station's monthly program magazine, the *WFMT Chicago Fine Arts Guide*, which has a paid circulation of 25,000.

Supper Club—Following a format that has already proved successful, WLIR Garden City, N.Y., is instituting its second remote show, Alan Grant's *Jazz Nocturne*. It opened at the San-Su-San Supper Club in nearby Mineola on Washington's Birthday. The program runs from 10 to 12 p.m. on Wednesday nights. The all-modern jazz show is to be sponsored by San-Su-San and Pan Amer-

ican Van Lines. The station's first weekly remote has been on the air since last summer under the title of *Idlewilde Calling*. Emanating from the Seaway Idlewilde Hotel near the New York International Airport, this two-hour, Wednesday afternoon show includes interviews with airline personalities and executives. The program's sponsor is the Walter R. Blaha & Co., investment brokers. WLIR notes that the remote concept has proved so popular that it is considering additional programs of this nature.

Recording Firms—Offering its listeners the opportunity to learn a little more about their favorite artists, WABC-FM New York is running an hourly Monday night series entitled *Meet the Artist*. Co-sponsors for this interview program are Capitol Records and RCA Victor Records. Each guest discusses with Don Lowe, the moderator, the highlights of his career, various anecdotes and his specific impressions on musical subjects. Throughout the show, excerpts from the artist's recordings are played. Some of the guests to be featured are Elanor Steber, Georgio Tozzi, Nicolai Gedda, Anneliese Rothenberger, Michael Rabin, Arthur Rubenstein, Rosalind Elias and Andre Kostelanetz. "The program," says the station, "is designed to bring the classical artist closer to his public, to reveal his off-stage personality and afford him the opportunity of highlighting his newest recordings."

Press Conference Coverage

WIP-Fm Philadelphia has announced that in addition to its current coverage of the United Nations it will cover the White House Press Conferences through the facilities of specially leased lines. However, the station noted that on days when there is a conflict between the UN session and a press conference, the latter will be carried.

Concert Series

WFMM Baltimore has announced a series of concert previews that is being run during the course of the present Baltimore Symphony season. Each Sunday evening, the station airs recordings of the music to be heard at the next performance of the symphony orchestra. "This preview," says the station, "permits the listener to get a feeling of the program before-hand and invites comparison between the recorded and live versions."

Hi-Fi Showcase

A new program, aimed at the hi-fi enthusiast who has a liking for lighter musical fare, will be aired from 11 p.m. to midnight, Monday through Friday over KEX Portland. Entitled *Hi-Fi Music Hall*, the show will feature recordings of the big bands and jazz groups prominent during the past forty years.

Orchestra Tapes

That other sections of the country may have the benefits of Philadelphians, that city's Academy of Music in conjunction with the Philadelphia Orchestra Association, is taping a series of 26 programs to be leased to good music stations throughout the country.

The Orchestra Association reports, "Eugene Ormandy, now celebrating his 25th anniversary season as music director and conductor of The Philadelphia Orchestra, will conduct most of the programs in the series. Among the guest conductors will be assistant conductor William Smith, William Steinberg, George Georgescu and Leopold Stokowski. Among solo artists who will be heard on this series are pianists Eugene Istomin and Philippe Entrement. • • •

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If you are looking for the multiplex receiver that provides the greatest sensitivity . . . is the most dependable . . . look to McMartin, the standard of the industry.

Continental's advanced engineering . . . rigid quality control . . . special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.

Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meridian, Conn., "We have found that the McMARTIN receiver surpasses any overall reliability and fringe area reception."

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1612 California Street • Omaha, Nebr.

"Your grandchildren will grow up under Communism!" *says* NIKITA KHRUSHCHEV

Will the Soviet threat come true? Will your grandchildren live under Communism? Forget God? Salute the Soviet flag? "Never!" you say. But are you sure? How can you oppose Communism? One sure way is to help Radio Free Europe.

The voice is that of Nikita Khrushchev.
The audience is American.
"*Your grandchildren will grow up under Communism!*" he shouts.
Will your children live to see the Free World die?
Forget God? Salute the Soviet flag?
"Never!" you say. But are you sure?
What can you do to oppose Communism?
There is one sure way.
Help *Radio Free Europe.*

What does it do?
Every day, to 79 million captive people behind the Iron Curtain, it broadcasts news of the outside world.
It helps keep these people from turning to Communism. The Poles, Czechs, Bulgarians, Rumanians and Hungarians.
It keeps alive their friendship for America. It reaches over 90% of these people, despite Communist jamming.
Thousands of letters echo the plea:
"*God Bless You! Please keep Radio Free Europe on the air!*"

These people are the buffers between Russia and the Free World.
They pose a major obstacle to the Russians starting any war. *And Radio Free Europe is their strongest link with the Free World.*

But Radio Free Europe depends on individual Americans for its existence.
How about it?
Will you help? . . . Give a dollar?
. . . Give five dollars? . . . or more?
Surely your heart tells you to give something so that our children—and all children—shall live in freedom throughout the world.

Give Now To . . . RADIO FREE EUROPE

The American People's Counter-Voice to Communism

Mail your contributions to: Radio Free Europe Fund, P. O. Box 1961, Mt. Vernon 10, New York

ADVERTISING COUNCIL · PUBLIC SERVICE

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 391 fm stations. The *Fm Station Key* will be augumented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix
KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno
KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale
KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles
KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop
KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz
KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard
KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside
KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel
KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento
KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw
KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry
KSFM
National Rep.: Meeker Co.
ERP: 60,000 w
KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas
KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino
KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

San Diego
KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw
KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl
KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w

FM STATION KEY (Cont'd)

Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KYFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn

WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fm Unlimited

(For abbreviations, see box, p. 11)

TWELVE YEARS OF BETTER MUSIC IN THE NATION'S CAPITAL!

WASH-FM

Affiliated with QXR Network

FM STATION KEY (Cont'd)

Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville
WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville
WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Orlando
WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola
WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota
WYAK
National Rep.: Rejko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens
WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville
WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange
WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta
WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Blaomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw
WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Dup.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Blaomington
WTTV (Am: WTTS)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 10; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23.000 w
Prog. (Sep.): Pop, s-cl

Warsaw
WRSW-FM (Am: WRSW)

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WLVL
LOUISVILLE

35,000 Watts — Walker-Rawalt
S. A. Cisler, Manager — Natl. Rep.

Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

KANSAS

Salinas
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Daren McGavren
Counties: 1; ERP: 3,200
Prog. (Sep.) Jz, cl, st, shw, s-cl

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville
WKOF (Am: WKOA) (Under construction)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic
WMTW-FM
Prog.: Cl

MARYLAND

Annapolis
WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore
WBAL-FM (Am: WBAL)
ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Westminster
WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston
WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge
WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Worcester
WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
Counties: 8; ERP: 3.5
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WP8C-FM (Am: WPBC)
National Rep.: 8roadcast Time Sales
ERP: 5.4 kw
Prog. (Sep.): Cl, con, s-cl, st, shw

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 21.5 kw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFA8)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music 8roadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
Counties: 10
Prog.: S-cl, nws, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM

(For abbreviations, see box, p. 11)

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Buffalo, N. Y. WGR-FM
Hartford, Conn. WCCC-FM
Ithaca-Elmira, N. Y. WRRA-FM
Jamestown, N. Y. WJTN-FM
Olean, N. Y. WHDL-FM
Philadelphia, Pa. WDAS-FM
Poughkeepsie, N. Y. WKIP-FM
Providence, R. I. WPFM
Rochester, N. Y. WROC-FM
Southern New Jersey WSNJ-FM
Syracuse, N. Y. WSYR-FM
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Worcester, Mass. WTAG-FM

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Miami, Fla. WWPB-FM
Milwaukee, Wis. WFMR-FM
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THE QXR NETWORK

229 West 43 Street, New York 36, N.Y.
LAckawanna 4-J100

FM STATION KEY (Cont'd)

National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

NEW YORK

Babylon
WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton
WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo
WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning
WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City
WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead
WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell
WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown
WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New York
WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls
WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean
WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Peekskill
WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh
WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie
WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester
WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse
WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica
WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains
WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington
WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

(For abbreviations, see box, p. 11)

Tremendous Pull — Telephones never stop ringing

Check in on

ALAN GRANT's JAZZ NOCTURNE

on **WLIR**

10:05 PM to Midnite
on weekdays; 'til
1 AM on weekends

WLIR—92.7 mc—Garden City, L. I.
Pioneer 1-4700

FM STATION KEY (Cont'd)

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte
WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Forest City
WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia
WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro
WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville
WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington
WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell
WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh
WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount
WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury
WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford
WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville
WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem
WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton
WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,700 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati
WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland
KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

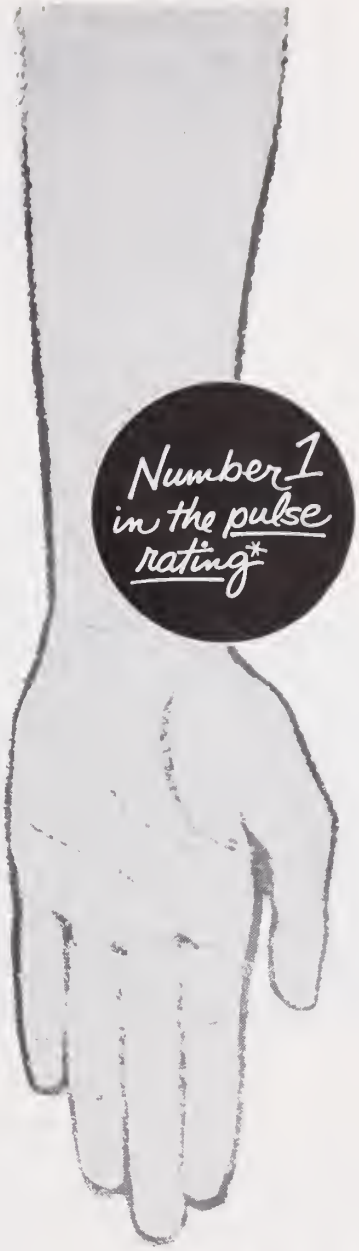
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus
WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

(For abbreviations, see box, p. 11)



pulsating
WRFM

Now! The FM station with the selective sound of music is the select station for New York's discriminating FM listeners. And discriminating time buyers know a good buy when they hear one. So get the PULSE of the FM market . . . get the story of WRFM leadership and listenership in New York.
WRFM
105.1 MC New York
FM beamed stations only April 1960 PULSE

GOOD THINGS HAPPEN ✚ WHEN YOU HELP RED CROSS

NEW DIFFERENT TIMELY

"MEANWHILE, BACK ON EARTH"

(13½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster footage on the CHILEAN EARTHQUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

ANIMATED TV SPOTS

(60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's loyal dog, Max.

These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS

With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS

(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY JOHN DALY
RALPH EDWARDS DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS
In New York, call MUrray Hill 9-1000
In Hollywood, call HOllywood 5-5262

THE ADVERTISING COUNCIL
New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

NAFMB Notes

• New Pocket Computer for Salesmen
• Fm Day at NAB Convention

The National Association of Fm Broadcasters is in the process of having published a new circular pocket-sized computer for fm salesmen of its member stations.

Facts and figures on fm listening patterns and habits as well as the economic and educational aspects of the fm listener will be presented in this promotion piece. Fm penetration figures in cities where they are available will be included. The pocket computer is currently being published, according to Fred Rabell, president of NAFMB, and should be in the mail on its way to member stations by the end of March.

Main source for the figures that will appear in the circular piece is a composite analysis of fm studies conducted by Pulse in 1960. These figures will replace a similar composite analysis that the association incorporated in a flip-card presentation that was made available to members last year.

The back of the computer will be left open for station promotion and for such things as presentation of rate cards. Each NAFMB station will receive one copy free; additional copies can be purchased.

•

For the second year in a row, the NAFMB will conduct Fm Day at the 1961 National Association of Broadcasters' convention. Fm Day will be Sunday, May 7.

So far, the tentative agenda calls for a sales and programming seminar in the morning. It will be conducted by the eight regional directors of the association.

Before the NAB meeting gets underway, the NAFMB will hold a board of directors meeting Friday night. On Saturday morning, there will be a business meeting and election of officers.

In the afternoon on Saturday, a meeting will feature a discussion on "ways and means of stimulating the promotion of fm to advertisers and listeners."

•

On the sales front, Mr. Rabell comments that national fm business continues to be sluggish. He states, however, that NAFMB stations have experienced very encouraging results with local business.

As an example, Mr. Rabell reports that his KITT San Diego has signed Sears Roebuck to a 52-week contract, calling for a weekly expenditure of $125. The campaign uses 47 spots a week spread over seven days and is selling everything from freezers to fences. Spots are aired day and night.

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

FM STATION KEY (Cont'd)

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnel
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws, cp, shw, flk

Altoona

WFBG-FM (Am: WFBG) (Due on air 10/60)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Johnstown

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
National Rep.: Bernard Howard
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
National Rep.: Good Music Broadcasters, Fm Unlimited
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
National Rep.: Rayburn
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, wthr

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
National Rep.: Adam Young Fm
Counties: 9; ERP: 15,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP; 3 kw
Prog. Pop, cl, s-cl, shw, op

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
ERP: 3,000 w
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
National Rep.: Adam Young Fm
Counties: 13: ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

(For abbreviations, see box, p. 11)

NOW . . .

Reprints of selected articles and features in U.S. RADIO are available in the above form. Other articles and features in U.S. Radio can be reprinted for your use at nominal cost.

For complete details write—

Reprints
U.S. RADIO
50 West 57th Street,
New York 19, N. Y.

VIRGINIA

Charlottesville

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP; 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 10.5 kw
Prog: St, wthr, flk

Spokane

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Represen
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, c

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broa
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)

NATL ASSN OF BRDCSTRS
1771-N-ST N W
WASHINGTON 6 D C SUB 1
USR E5-19-39-1275-21B

for buyers and sellers of radio advertising

U.S. RADIO

VOL. 5 — NO. 3

MARCH

1961

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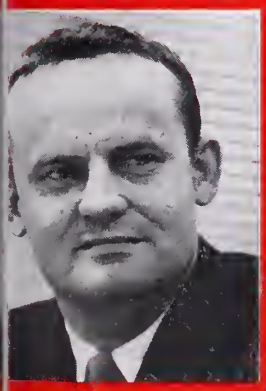

Robert P. Ogle

t Milk Compound
Radio to Heighten
e for Housewives

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KLIF's Gotta Secret!

Passed on by C. E. HOOPER, INC. Jan.-Feb., 1961
(Mon.-Sat. 7 A.M. to 6 P.M.)

the McLendon Stations

KLIF Dallas
KILT Houston
KTSA San Antonio
KEEL Shreveport
WYSL Buffalo
WAKY Louisville
KABL San Francisco

MERCHANDISING IS LIKE THE LITTLE GIRL WITH THE CURL.....

"...WHEN SHE WAS GOOD SHE WAS VERY, VERY GOOD,

AND WHEN SHE WAS BAD SHE WAS HORRID!"

KSTP Radio believes that advertisers should receive strong, consistent and professional merchandising support for their advertising campaigns in the vitally important Northwest market.

To this end KSTP maintains a full-time merchandising and promotion staff working closely with each advertiser to create, develop and implement the selling aids which most effectively add to the success of his campaign.

Among the activities which have made KSTP the Northwest's leader in merchandising are the exclusive KSTP "FEATURE FOODS MERCHANDISING PLAN" and "FEATURE DRUGS MERCHANDISING PLAN" which provide special in-store displays and product-checks in 200 top-volume super-markets and 65 key drug outlets in the Twin City area. Bargain Bar displays in key chain and independent food outlets every week include coupons, samples, registration for prizes, distribution of product literature and demonstrations by the KSTP hostess in attendance. Each activity is designed to move your product from shelf to shopping basket—the final link in the chain started by your advertising on KSTP Radio!

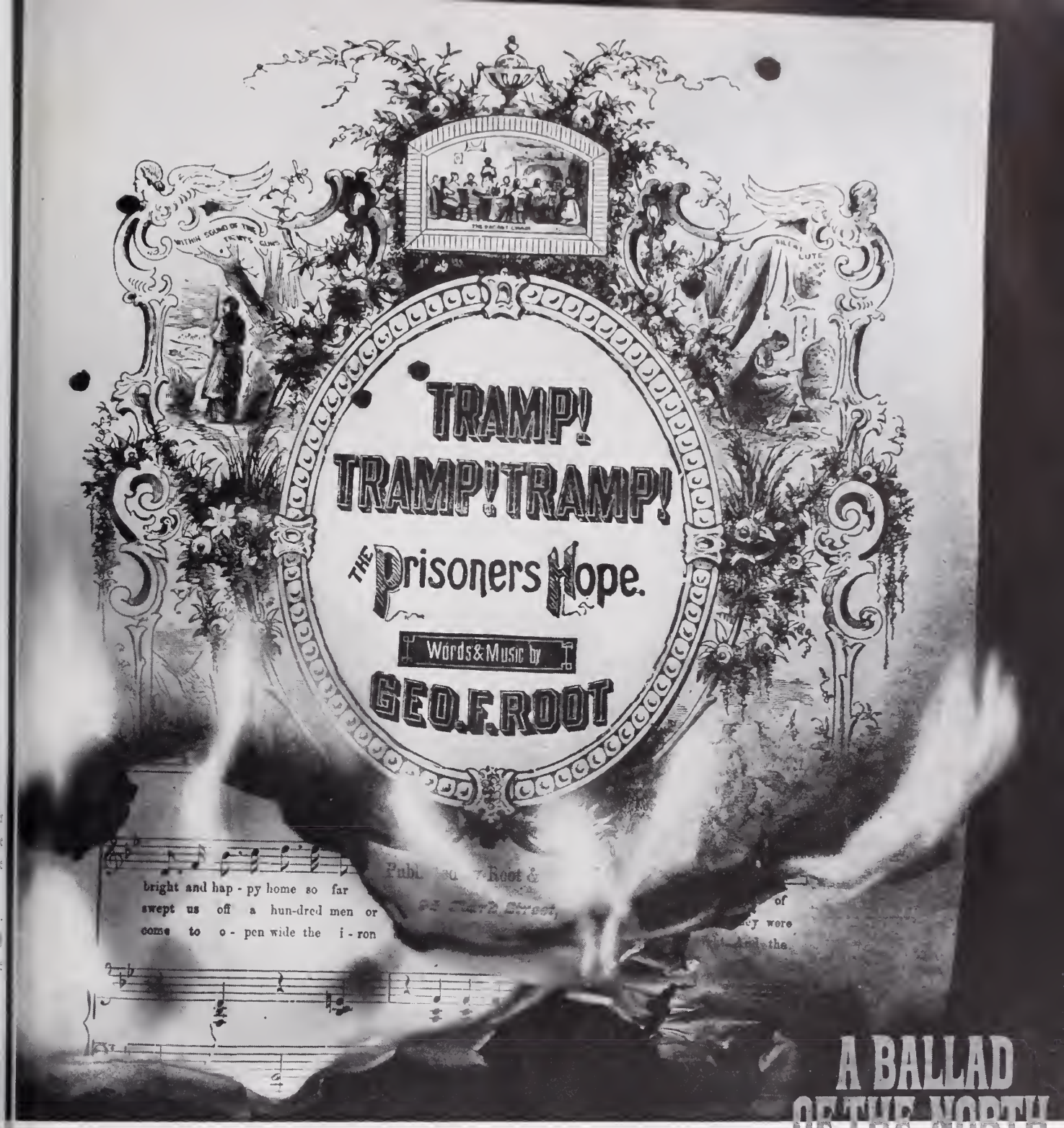
In addition, KSTP's expert merchandisers turn out shelf-talkers, banners, window streamers, bus cards, posters, mailing pieces, survey facts and figures relating to your sales problem and special promotions by the score. There is no charge to the advertiser for these services which are offered at the discretion of the station.

Our files are full of letters from advertisers who appreciate dependable,quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.

50,000 watts, 1500 kc.

KSTP

"the sound of the sixties"



A BALLAD OF THE NORTH AND SOUTH

Stirring songs of battle, sorrow and victory... "Dixie," "John Brown's Body," "Yellow Rose of Texas"; these and other melodies recalled the passion and sweep of the Civil War on "A Ballad of the North and South." Produced by WBBM Chicago, one of the CBS Owned Radio Stations, and presented over the CBS Radio Network, this program of authentic Civil War music had the nation's critics cheering. Among their comments: "The melodies were happily blended with a commentary that fit the mood..." "The WBBM Orchestra, the Northwestern University Men's Glee Club and various soloists performed with style and humor."

Small wonder that it was chosen as one of the top two Radio Documentaries of the Year by 358 of the nation's Radio-TV editors in Radio-TV Daily's 19th Annual All-American Awards.

The CBS Owned Radio Stations create radio programs that are adult, informative, thought-provoking and, above all, interesting. According to one listener, "A Ballad of the North and South" was: "Best I've ever heard." Wouldn't a man in *that* frame of mind be receptive to your advertising message?

When people listen attentively to stimulating, provocative programs, they pay attention to the sponsor's sales message. And it is a matter of record that attentive, active, responsive audiences listen to the idea stations:

WEEI, WCBS, WCAU, WBBM, KMOX, KCBS, KNX, THE CBS OWNED RADIO STATIONS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS SAN FRANCISCO LOS ANGELES

Now, thanks to the complete cooperation of the record companies (including all the majors), there's an unmatched, one-stop record source for broadcasters!

Now, through RSI, you can get the hit record product (albums as well as the singles we've been delivering) of every top label in the business. You get the best of the new releases . . . the "Spotlight Winners" selected by the Record and Music Staff of The Billboard.

Six different record services available

They're services that fit your programming as neatly as they fit your budget. And each is sold with an unconditional guarantee of complete satisfaction!

BEGINNING MARCH 1 RSI RECORD ALBUM SERVICE WILL INCLUDE ALL THE TOP LABELS!

"SPOTLIGHT" singles

	*Rates effective March 1st (U.S.)** 52 Weeks*	*18 Weeks*
"Hot 100"		
10 new records weekly	$175.00	$60.00
"Easy Listening"**		
6 new records weekly	110.00	40.00
"Country"		
5 new records every 2 weeks	50.00	*(Not available)*

"SPOTLIGHT" albums

	12 Months	*4 Months*
"Popular"**		
10 new albums monthly	$150.00	$55.00
"Classical"		
10 new albums monthly	150.00	55.00
"Jazz"		
5 new albums monthly	75.00	30.00

**Regular mail. Domestic air-mail and foreign shipping costs on request*
***No rock 'n' roll*

Already, over 600 satisfied stations subscribe to one or more RSI services. Make sure you, too, get the best of the new releases . . . faster than you could otherwise—through RSI. Fill out and mail the coupon below, today.

RSI

RECORD SOURCE, INC.

RSI, 333 East 46th Street, New York 17, New York
Payment is enclosed for our subscription to the RSI services checked.

Singles	*52 Wks.*	*18 Wks.*	*Albums*	*12 Mos.*	*4 Mos.*
"Hot 100"	☐	☐	"Popular"	☐	☐
"Easy Listening"	☐	☐	"Classical"	☐	☐
"Country" Music	☐	☐	"Jazz"	☐	☐

Station Call Letters *Attention*

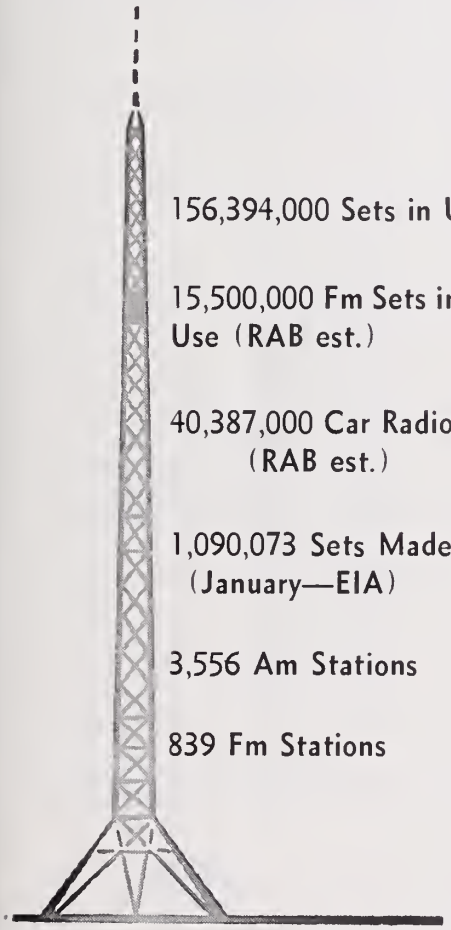
Company Name

Address *City* *State*

RSI grants and reserves the right to cancel subscription services on a pro rata basis.

It is a condition of this subscription that records supplied by RSI will be used for broadcast purposes only.

Radio's Barometer



156,394,000 Sets in Use

15,500,000 Fm Sets in Use (RAB est.)

40,387,000 Car Radios (RAB est.)

1,090,073 Sets Made (January—EIA)

3,556 Am Stations

839 Fm Stations

Spot: National spot billings of Daren F. McGavren Co., New York, increased 32 percent in the first 60 days of 1961 over the same period last year, the representative firm announced this month.

Network: Frito Co. was the leading network advertiser in terms of total home broadcasts, according to A. C. Nielsen Co.'s monthly index for the period ending January 8. There were 348 broadcasts used for a total of 161,519,000 home broadcasts delivered. Pharmaco Inc. held second position with 131,911,000 total home broadcasts delivered. Following in third, fourth and fifth places were Standard Brands Inc., R. J. Reynolds Tobacco and Liggett & Myers Tobacco. In terms of total commercial minutes delivered, the Nielsen study shows that Pharmaco held the number one position with 90,050,000. Frito was second with 80,049,000. Standard Brands, Vick Chemical Co. and Liggett & Myers ranked third, fourth and fifth.

Local: KCBS San Francisco revealed in an annual report that sales in 1960 exceeded the highest previous year by 19.3 percent. Local sales were up 7.3 percent over 1959. Sales reached the highest peak in the station's history during the week ending November 5.

Stations: The number of am and fm stations on the air at the end of February totaled 4,395, an increase of 27 (9 am and 18 fm) over the previous month.

	Commercial AM	*Commercial FM*
Stations on the air	3,556	839
Applications pending	596	76
Under construction	138	204

Sets: Total radio production in January was 1,090,073, including auto receivers, according to the Electronic Industries Association. Total radio sales, excluding car radios, was 580,680. Fm set production reached 50,421 in January, according to the EIA.

GO REGIONAL!

COVER ALL KELO-LAND!

There's no stopping a radio spot when you place it on KELO Sioux Falls. 13,600-watt franklinized power hurls your message throughout all KELO-LAND. And KELO program power (built on sensible music picks, full NBC news, colorful weather reporting, on-the-spot sportscasts) drives your message home *convincingly!*

NBC
KELO
13,600 WATTS RADIATED POWER

Sioux Falls, S. D. and all Kelo-land
JOE FLOYD, President
Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R
In Minneapolis by Wayne Evans & Associates

MIDCO
Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

for buyers and sellers of radio advertising

U.S. RADIO

MARCH 1961 VOL. 5 - NO. 3

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EXCLUSIVELY SPOT RADIO

"*CREAM OF WHEAT" cereal utilizes the efficiency and flexibility of spot radio for increasing its total share of the hot cereal market.

Why? . . . Because spot radio sells the cereal market at just the right times and in just the right market areas.

Spot radio, the exclusive "Cream of Wheat" advertising medium, can work for you too . . . your H-R man will sell you now.

Through BBD&O, Minneapolis

H-R *Representatives*

U. S. Radio To Have New Format

The next issue of U. S. RADIO will present a streamlined format that will expand its role as the radio industry's leadership magazine. The revised appearance will make its debut in the April-May issue. New styling and certain changes in editorial content are aimed at furthering U. S. RADIO's service to advertiser and broadcast management. The magazine since the beginning of March has been a part of the SPONSOR publication family. (See *Editorial,* p. 56.)

Program Services Growth Centers Around Varied New Offerings

The field of program services—offering a range of material from radio program syndication to commercial jingles—is undergoing a strong revival (see lead story, p. 17). Most of the services being offered are built around the idea of furthering a station's desire for individual identity.

Canada Sets Plans For Own Radio Sales Promotion Unit

A Canadian radio sales promotion association, somewhat similar in scope to the Radio Advertising Bureau, is expected to be launched in time for a major fall campaign (see *Report from Canada, p.* 53). Tentative title of the group is Radio Sales Bureau. It is being formed by a committee of the Canada Association of Broadcasters.

RAB Shows Radio's the Place To Reach Baseball Fans

Advertisers who are just beginning to shape summer plans will find a new Radio Advertising Bureau study of baseball listening particularly helpful. "What's the Score in Baseball?"—in which R. H. Bruskin interviewed more than 1,000 male baseball buffs in two major cities—reveals that almost six out of 10 male fans use radio as their main source of baseball news. This turns out to be twice the number of people who rely upon any other medium.

'Big Sound' and Ad Council Set Up Distribution-Production Deal

Public service material prepared by the Advertising Council will be distributed regularly to the 300 radio stations subscribing to the "Big Sound" syndication service. Frederic Wile, managing director of the council's Pacific Coast operations, and Peter Frank, who heads the radio set-up, point out there will be no charge to either the station or the council for the new service. As part of the agreement, the top recording film and tv stars who record for the "Big Sound" will be asked to make public service announcements based on specific Advertising Council campaigns.

Editorials Have Pulling Power, Station Executive Reveals

Stations that have spiced their programming content with editorial stands are finding that results can be seen in increased listener awareness. As an example, Ben Strouse, president of WWDC Washington, revealed before the Timebuying & Selling Seminar of the Radio & Television Executives Society, that he has found results can be measured in many ways—listener reaction to 41 separate editorials on alcoholism or the launching of congressional investigation into the tv repair racket in response to a 1958 editorial campaign.

time buys

Aluminum Corp. of America

Agency: *Fuller & Smith & Ross Inc., Pittsburgh*

Product: ALUMINUM GOODS

Alcoa is turning its money to spot this year after a season on NBC's *Monitor* in 1960. The top 20 markets, except New York, were pinpointed by Alcoa for the campaign which runs in five phases. Start date was March 14; end date is set for December 19 with a hiatus in August.

As a merchandising effort, spots in the Alcoa campaign will tie in with local dealers. The first flight runs eight weeks and will advertise boats in cooperation with marine dealers. Another flight emphasizing leisure living products (outdoor furniture) begins April 18, overlapping with the boat flight through May 6.

Frequencies will vary from 25 to 50 spots per week, both minutes and 20's. Daytime and evening times are preferred. Agency is not buying drive times because it doesn't believe the advantages justify a higher rate. One station will be used in each market. The timebuyer is Lou Stearn.

Braniff International Airways

Agency: *Cunningham & Walsh Inc., New York*

Product: AIR TRAVEL

Rush orders went out this month for time in 10 top Braniff markets. First schedule to break started March 4. Others were reported to start at various dates, but campaigns in all markets will run for four weks. Braniff frequencies appear to be heaviest among the month's buys—100 to 300 spots per week in each market. More than one station is being used in each city. Commercials, combinations of live and ET, come in all lengths—10's, 20's, 30's and 60's. Agency purchased what it calls "men's times" for the campaign, hoping to reach the businessman who travels. Drive periods and weekends are dominant. Timebuyer is Frank Vernon.

Falstaff Brewing Corp.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: BEER

Falstaff's annual spring entry into radio baseball is underway in Los Angeles, where the company is sponsoring 15 pre-season games of the Los Angeles Dodgers. With the official season start Falstaff will sponsor both the Dodgers and San Francisco Giants radio broadcasts. Falstaff owns exclusive rights to the broadcast and uses from one-fourth to one-half of commercial time.

General Foods Corp.

Agency: *Foote, Cone, Belding Inc., New York*

Product: D-ZERTA

In its first extensive spot radio venture, D-Zerta will go on the air for several months in April. The campaign was charted after "test" campaigns showed sufficiently good response. D-Zerta has used and will continue network radio participations in ABC's *Breakfast Club* and CBS' *Arthur Godfrey Show*. Spot radio commercials will be delivered live, primarily on women's programs. Radio is the only medium used by General Foods for this product. Pete Scott is timebuyer.

King's Wine

Agency: *Wermen & Schorr Inc., Philadelphia*

Product: TABLE WINES

A special campaign to promote wines before the Easter holiday opened up in mid-March. Frequencies vary from 15 to 20 spots per week in each of the six markets chosen for the drive. Approximately 13 stations in Trenton, Camden, N. J., Philadelphia, York, Harrisburg and Pittsburgh, Pa., are carrying the schedule for six to eight weeks. Traffic hours were the favored times. Commercials feature the lively commentary of a personality known as "the Frenchman." It is reported that King invested $40,000 in this campaign. Timebuyer is Mary Ellen Vosberg.

Lanolin Plus Inc.

Agency: *Daniel & Charles Inc., New York*

Product: COLOR PLUS

A heavy radio blitz in the top 50 markets introduces Color Plus, a new nail enamel and a strengthener available in 17 colors. The campaign started this month and will run indefinitely. In New York, the two stations selected are carrying 50 spots each per week. In Los Angeles, two stations share 100 spots per week and in San Francisco, 150 spots are split between three stations.

The client reports it has found "radio to be a dynamic medium for this product." Radio response has already been so good that Lanolin has dropped television schedules in two markets in favor of radio. Commercials are minute ETs. Doris Gould is the timebuyer.

Murray Corp. of America, Eljer Div.

Agency: *Fuller & Smith & Ross Inc., Pittsburgh*

Product: PLUMBING EQUIPMENT

Eljer is going into radio again this year (1960 marked the company's

(Cont'd on next page)

(Cont'd from p. 7)

first campaign in the medium) with schedules in an additional 16 markets. The total number of markets for the campaign is 36. Campaign will begin April 15, with all time earmarked for weekends.

Minute commercials will be a combination of live and ET. First 30 seconds is a transcribed message on Eljer products; a 27-second bridge follows for local builders to promote new homes and land tracts. Frequencies will vary from six to 40 spots per weekend. Some markets will get the campaign for one weekend, others will carry spots for a maximum of 16 weeks. Lou Stearn is the timebuyer.

New York Apple Growers Association

Agency: *Charles W. Hoyt Inc., New York*

Product: APPLES

The apple growers have planned a two-week spurt to start at various dates in New York State, New England and Florida. New York campaign started March 16, will be followed by the New England campaign on March 22. Florida stations will start the campaign on April 5. Approximately 50 stations were lined up, carrying frequencies of 20 spots per week. Aim of the campaign is to clear the bins of apples that have been in storage since the last harvest. Announcements are live with the copy theme explaining why apples from storage are better than others. Doug Humm is the timebuyer.

New York Racing Association

Agency: *BBDO Inc., New York*

Product: RACE EVENTS

The New York racing season is off to a fast start with spots on selected stations in the metropolitan area. Campaign began March 14 in the city, with upstate stations expected to carry spots as tracks open. Aqueduct, Belmont and Saratoga are a few of the tracks promoted. Frequencies vary from 45 spots per week to 150 per week. The higher number will run during weeks of the big feature races. Spots are minute ETs, and will run through end of season in late November. Mal Murray is timebuyer.

Sabena Belgian World Airlines

Agency: *McCann-Marschalk Inc., New York*

Product: AIR TRAVEL

A new plum for fm turned up this month when Sabena decided to run its first fm campaign beyond the test stage. The eight-week effort started March 13 in eight markets. Markets are New York, Boston, Chicago, Los Angeles, San Francisco, Philadelphia, Detroit and Washington, D. C. One station in every city but New York carries the spots; in New York, two stations broadcast for Sabena. Evenings and weekends were preferred for all spots, which are scheduled during classical music programs only. Timebuyer is Catherine Noble.

F. & M. Schaefer Brewing Co.

Agency: *BBDO, New York*

Product: BEER

A wide margin of start dates for various markets keynotes the radio buy for Schaefer. This year the brewer will run multi-station schedules in 20 markets. Staggered starts run from March 1 through May 1. Frequency range is from 40 to 100 spots per week in each market. Drive times during the latter half of the week, early evening and weekend periods are the times preferred. Contracts vary, some calling for 26-week schedules, others 39-week runs. John Neilin is timebuyer.

Seabord Seed Co.

Agency: *Wermen & Schorr Inc., Philadelphia*

Product: LAWN, GARDEN SUPPLIES

Seabord, which distributes east of the Mississippi River, is sending commercial copy for 60- and 30-second spots to all distributors. Co-op money is forthcoming for all dealers who want to run the spots on local stations. Stations wishing to pitch for business may contact the agency for details. The campaign dates are March 15 through April 30. Mary Ellen Vosberg is the timebuyer.

Shulton Inc.

Agency: *Ralph Allum Inc., New York*

Product: GOOD-AIRE

Shulton's room spray deodorant is the product behind a radio push in 18 markets. Spots average between 15 and 20 per week on each station. The nine-week campaign started March 3. Commercials are ET's, minutes. Howard Webb is the contact.

The Texas Co.

Agency: *Cunningham & Walsh Inc., New York*

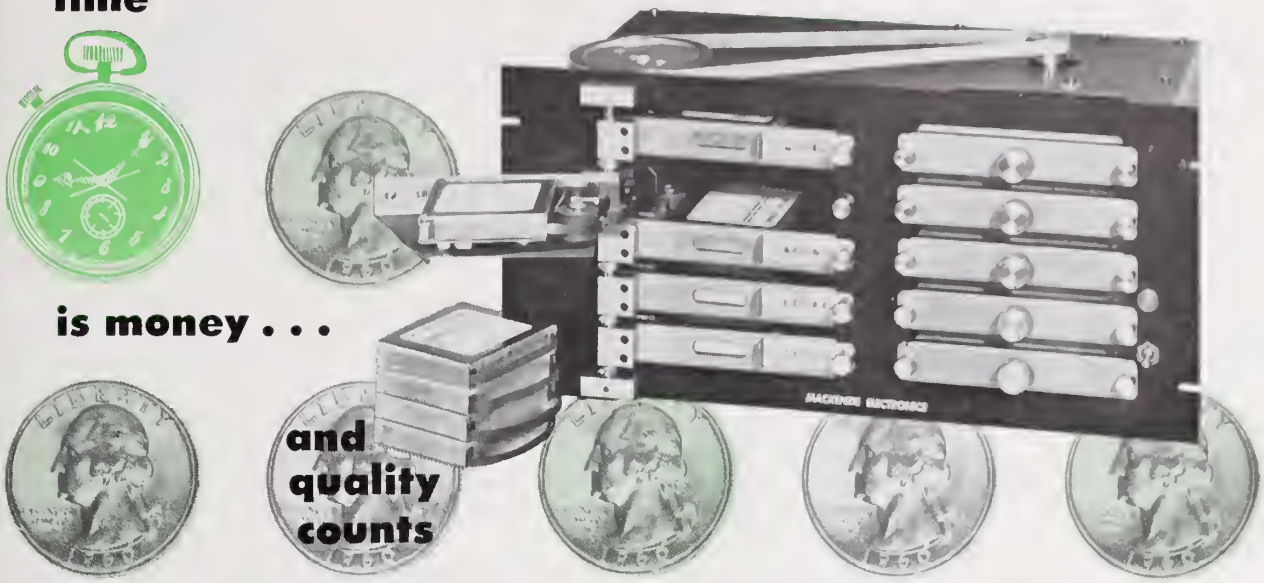
Product: TEXACO GASOLINE

Texaco picked 13 markets on the West Coast for a long-haul campaign that features heavy frequencies of minute spots on weekends. One station in each market got the campaign, which started in early March and will continue until the end of this year. Other markets in other regions may get some Texaco business later this Spring. Bill Santoni is timebuyer. • • •

When time

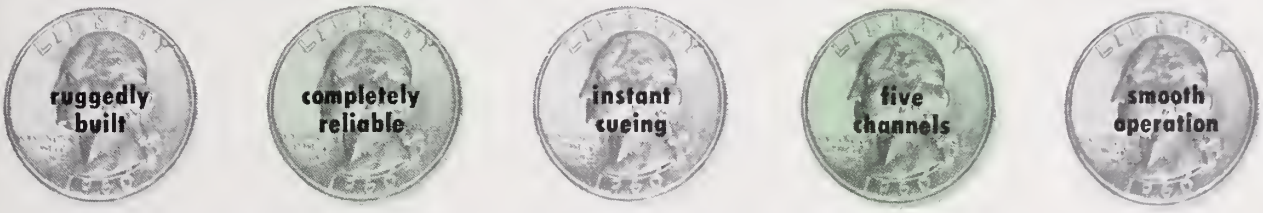
is money . . .

5CPB FIVE CHANNEL SELECTIVE PROGRAM REPEATER



and quality counts

USE MACKENZIE "INSTANT" AUDIO

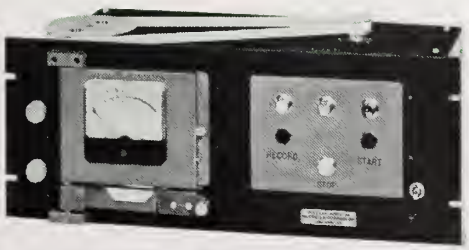

ruggedly built
completely reliable
instant cueing
five channels
smooth operation

Proven by millions of hours of continuous service

NOTHING FASTER... NO HIGHER QUALITY!

The completely transistorized 5CPB features perfect quality and greatest reliability. It is the fastest automated audio unit you can get... carefully designed and built to give you the continuous, dependable service you need.

A PERFECT COMPANION! MacKenzie 1CPR Instant Recorder—and single-channel playback repeater—assures perfect pre-recorded announcements...made in leisure time. Provides natural live quality reproduction...instant playback...instant automatic erasure, interlocked against accidental operation. Saves waste motion, lost time... makes every precious second count...for **you!**



Check how MACKENZIE "Instant" Audio can save you at least four minutes of saleable time each day . . . or at least 120 minutes of saleable time per month! Send coupon TODAY!

MACKENZIE 5CPB Five-Channel Selective Program Repeater gives you quick returns on your investment

TIME IS MONEY! And every second saved...every miscue or fluff that you eliminate means more time to be sold... fewer penalties...and all of these mean greater return on your investment.

The ruggedly built, completely dependable MACKENZIE 5CPB contains five continuous loop tapes that may be used simultaneously or individually...plays pre-recorded spots, announcements, commercials, station breaks, jingles, music bridges, sound effects...any material requiring precision cueing and instantaneous stop-start operation. Saves seconds-minutes-hours...puts money in **your** pocket!

Gentlemen,

☐ Please contact us immediately.

☐ Please mail me the complete story on MACKENZIE money-making equipment.

Name_____

Title_____

Company_____

Address_____

City_____ State_____

Norman J. Ostby, General Manager

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

1025 NORTH Mc CADDEN PLACE, HOLLYWOOD 38, CALIF. / HOllywood 3-5186

NAB Radio Code Amendment Sets Maximum Ad Time on Air

The new NAB Radio Code setting maximums for advertising during a broadcasting hour covers announcements and multiple sponsorship programs as well as single sponsorship shows as it did in the past. The amendment going into effect on May 1, states: "The maximum time to be used for advertising in announcement and/or multiple sponsorship programs shall not exceed an average of 14 minutes an hour, computed on a weekly basis; provided, however, that in no event shall the maximum exceed 18 minutes in any single hour or five minutes in any 15-minute segment. For the purpose of determining advertising limitations, such program types as 'classified,' 'swap shop,' 'shopping guide,' and farm auction programs shall be considered as containing one and a half minutes of advertising for each five minute segment."

Collins Indicates to NAB That First Step Is Self-Improvement

Reorganization of the structure of the NAB in order to offer a "positive program designed effectively to remedy wrongs, to capture the public enthusiasm and to serve the public interest," is on the top of the association's agenda. LeRoy Collins, president of NAB, has outlined the program during his opening address to the NAB board of directors at its recent Palm Springs, Calif., meeting.

Sees Broadcasting Freedom Through Opposition to Excessive Regulation

Within the program to improve broadcasting's position, one of three major areas that has most concerned Governor Collins is that of the ever-increasing governmental regulations placed upon the industry. He has indicated that the NAB must remain on guard against government imposition. In this respect, he notes that too often the networks and not the NAB are considered the spokesmen for the entire industry. "When big, important matters develop concerning broadcasting, NAB too often is not regarded as the primary contact. Rather, the networks are. . . . There is no sound reason why the networks should 'outrank' NAB. No segment of broadcasting, however important, should. If NAB is to speak for all of broadcasting, its voice should be stronger than the voice of any part of it.

Public Relations Can Be Improved Through Industry-Wide Unity

"Instead of a multitude of voices," Governor Collins has emphasized that "broadcasting should have a better-unified voice which can and will be heard. We should seek a formalized method for coordinating NAB and non-NAB public relations activities as they affect the profession as a whole. Radio has made a beginning in this direction, through its 'Build Radio with Radio' campaign."

Quality Programming Will Bring Respect to Broadcasting

Governor Collins feels that the public, and Washington, will never be impressed "if we do not make some substantial further progress in the improvement of our own product . . ." He laments the fact that NAB radio membership barely constitutes a majority of existing radio broadcasters. "I deem it a major responsibility of NAB to work toward an ever-increasing stature for radio, toward steadily increasing respect for the medium in the minds of the public, the advertising fraternity and,

importantly, in the minds of the people engaged in radio broadcasting."

Board of Directors Chooses Three for Advisory Committee

A special advisory committee to the NAB president has been established. Members are: Clair R. McCollough, president and general manager of the Steinman Stations, Lancaster, Pa.; Thomas C. Bostic, president of Cascade Broadcasting Co., Yakima, Wash., and W. D. Rogers, president of KDUB-TV Lubbock, Tex. Mr. McCollough also has been elected chairman of the board of directors. Mr. Bostic and Mr. Rogers were elected in 1960 as chairman of the NAB radio board and the NAB television board, respectively.

NAB Radio Membership Stands At All-Time High; Items

The NAB membership committee reports that as of January 1, radio membership stood at 2,261 stations plus the four networks. In addition, it is reported that there were 1,153 subscribers to the Radio Code including 102 non-member stations.

Additional Plans Revealed For Radio Month Activities

John M. Couric, manager, NAB public relations, declares there are new promotional aids to be used for Radio Month in May. These include: Bumper strips and postage meter slugs, spot announcements, jingles and artwork for printed material. These will be keyed to the theme for the month, "Radio . . . the Best Sound Around."

Engineering Conference Set To Run With NAB Meet in May

The Engineering Advisory Committee of the NAB has discussed plans for the 1961 Broadcast Engineering Conference.

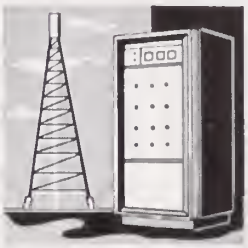
The annual conference will be held in Washington May 7-10 in order to coincide with the NAB's 30th annual convention. Topics scheduled for discussion include technical papers on new designs and techniques in broadcasting. In addition a number of exhibits of the latest developments in broadcast equipment will be shown.

At its meeting, the advisory committee discussed a number of technical problems from automation to space communication. • • •

ITA INCORPORATED ... proudly announces a COMPLETE line of BROADCAST EQUIPMENT

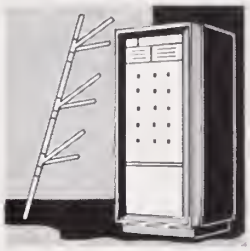
AM

All Powers—250 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.



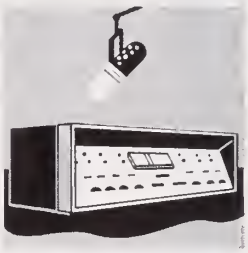
FM

10 Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.



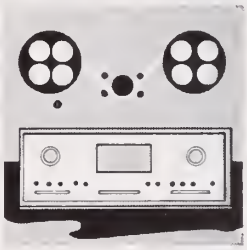
AUDIO

Consoles — Single, Double, Triple Channel; Stereo; Turntables; Transcription Equipment; Amplifiers —Limiting, AGC, Line, Remote and Monitoring; Microphones; Terminal Equipment; Test Equipment.



AUTOMATION

Guaranteed to be the most practical radio automation system ever devised. Designed and manufactured entirely by ITA, Inc.



All ITA Products Feature the Following:

Economically Priced ■ Free installation Supervision ■ Silicon Power Supplies
Conservatively Rated ■ Instantaneous Field Service
Field Proven Conventional Circuitry ■ Standard Parts
Accessibility of all Components ■ Flexibility of Application

ITA INCORPORATED

BROADCAST DIVISION
130 EAST BALTIMORE AVE., LANSDOWNE, PENNSYLVANIA
CLearbrook 9-8200
Offices—Dallas • Los Angeles • Sacramento • Cincinnati • Chicago • New York • Philadelphia • Atlanta
"A Complete Broadcasting Service"

ACCEPTANCE

...greatest ever!

Now more than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations combined! A record-shattering 62.1% share of audience in the latest Nielsen Station Index. This is the greatest share ever recorded since Nielsen began measuring the market. Dramatic proof that WCCO Radio's acceptance is now the greatest ever!

Capturing the loyalty of 1,022,610 radio families in a 114-county basic service area, WCCO Radio also delivers the lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a solid mark of solid acceptance . . . the powerful way to dominate this major market in 1961.

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	**62.1%**
Station B	**10.1%**
Station C	**7.6%**
Station D	**5.4%**
Station E	**3.9%**
Five other stations	**10.9%**

Source: Nielsen Station Index, November-December, 1960 / 6 AM-Midnight, 7-day week.

Represented by **CBS RADIO SPOT SALES**

NEGRO
Community Programming

+

SPANISH/PUERTO RICAN
Programming

=

of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

the *Silver Mike*

THIS MONTH:

ROBERT E. DUNVILLE

President
Crosley Broadcasting Corporation

WLW Radio Is First to Receive Broadcast Pioneers' 'Mike Award'

Last month, Broadcast Pioneers conferred its first "Mike Award" on WLW Cincinnati for its contributions to broadcasting. A plaque with a gold-plated microphone eulogizes: "For distinguished contribution to the art of broadcasting, and in recognition of pioneering in development of the field of entertainment, leadership in engineering development and advancement of the careers of performing artists."

The award came as WLW prepared to celebrate its 39th anniversary. This year marks, too, the 23rd year of association between WLW and Crosley Broadcasting Corp.'s president, Robert E. Dunville.

Mr. Dunville, who has been president since 1949, joined the executive staff of WLW in 1937. Within a month he was named general manager of the then Crosley-owned WSAI Cincinnati. In less than a year, Mr. Dunville became general manager for both WLW and WSAI. By 1944, he was promoted to vice president and general manager of WLW.

He was born in St. Louis, Mo., on November 24, 1906. It was there that he received his early education and first entered broadcasting. He was graduated from the University of Missouri, Columbia, Mo., where he studied journalism. At 22, he became known as one of the youngest advertising managers in the automotive industry in St. Louis.

Entering radio in 1931, he joined the sales department of KMOX St. Louis. He soon became assistant general manager and stayed with KMOX until his appointment to WLW.

For many years, Mr. Dunville has been interested in aviation, and is a qualified civilian pilot. He also is a skilled amateur "tinkerer" and maintains an extensive wood and metal workshop at his home, Willow Hill, near Cincinnati. • • •

LETTERS TO THE EDITOR

Farm Radio

I free-lance my radio farm programs on KGBX, here in Springfield. I enjoyed reading your fine January issue, reporting on the trends in farm programs. Would it be possible to receive two copies of that issue, or maybe tear-sheets of the farm radio report?

Loyd Evans
Public Relations for Agriculture
Springfield, Mo.

Congratulations on the comprehensiveness of the farm radio section of the January issue.

Charles B. Brakefield
WREC Memphis

Your article in the January issue concerning farm broadcasting has been brought to my attention.

It looks like you deserted the number one agricultural state in the nation. Except for a mention of KFRE, which richly deserves it, you didn't have much to say about California.

There's no end to the work being done in California in the farm broadcasting field, and right in the middle of all this is the California Farm Network. For more than 10 years it has been feeding a 15-minute farm show to farm-minded stations in California. At the present time, 10 stations from Sacramento to El Centro are releasing this program.

Regardless, we enjoyed your article. You are to be complimented on the time, space and effort that went into this coverage of farm broadcasting.

Milton L. Levy
Manager
California Farm Network
Berkeley

Wins Subscription

At the Texas Broadcasters meeting I had the good fortune to win a subscription to your magazine.

This has been a favorite of mine since you began publishing and I certainly want to thank you for the one year subscription.

This past month I have heard a number of stations speak about the article that you carried in the December issue concerning the various radio programming services. Since I have been unable to secure a copy, I would appreciate a reprint if such is available.

John J. Alves
Southwestern Representative
Recorded Program Services
Radio Corporation of America
Dallas

Real Estate

Please send me a copy of the helpful information on radio advertising as mentioned in *Real Estate Opportunities* issue of February 1960.

A local realtor passed the article on to me with the suggestion that I write for the information suggested.

G. W. Gamel
Manager
WSDR Dixon, Ill.

Requests

We have seen by way of the *RFD Letter* to radio farm directors from the United States Department of Agriculture that the January issue of U.S. RADIO carried the third annual report on farm radio developments.

We are very interested in the developments and would like to obtain a copy of the January issue.

Thurman W. Worthington
Smith-Douglass Co.
Norfolk, Va.

Silver Mike

Gosh, I didn't know there was a real "Silver Mike" on an attractive ashtray involved in the recognition you accorded me in the January issue of U.S. RADIO. I was swept off my feet by this attractive and useful gift. I am afraid I am more honored than deserving, but I accept your thoughtfulness with heartfelt thanks.

Lewis H. Avery
President
Avery-Knodel Inc.
New York

3 LOCAL RADIO STATIONS IN 1

That's what you get when you buy time on

BIG 5,000-WATT

WFHR

WISCONSIN RAPIDS

with full time studios in

MARSHFIELD AND STEVENS POINT

BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service

WFHR

WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

NOW we can offer you

PROVEN RESULTS*

with these TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT) WPOP
IN Kansas City - KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET) KALI
IN San Francisco - (SAN MATEO) KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

Here's why 50,000-watt WHO RADIO belongs on any list of 14 or more largest radio markets!

RETAIL spending in Metropolitan Des Moines accounts for only 11% of Iowa's total. All *eight* of Iowa's Metro Areas, combined, account for only 36% of retail sales.

IOWA POPULATION-DOLLAR DISTRIBUTION						
	Population	% of State Population	CSI	% of State's CSI	Retail Sales ($000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

75% of Iowa's total retail spending is done in areas in which WHO Radio has an NCS No. 2 circulation of more than 10%.

This circulation covers 800,000 Iowa homes. There are only 13 markets in America in which any radio station gives you larger circulation. Or more buying power.

We know *you* know these facts. What about the less experienced people who may help (or hurt) your station-selections? We would be delighted to have the name of anybody who should know the realities about radio-listening in Iowa. Write us, or PGW!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Program Services

Unprecedented expansion in this area is marked by growth of new services that aim for individual station identity; for directory of services see p. 20

In the broad expanse of radio broadcasting, there is no area that is undergoing greater transformation than "program services." The quotation marks are intended only to point up the large variety of services that now come under this heading.

The field of program services, according to its practitioners, include not only syndicated radio programming, but also jingles for local advertisers and on-air promotion, commercial recording facilities and services, specialized music packaging and counseling and a host of related items.

Developments in the field have accelerated at a quickening pace. It was only about two years ago that the suppliers of these aids, for the most part, were quietly going about a very quiet business. Up to that time, the chief activity was providing commercial mats for local accounts.

But today the complexion has changed completely. Program services is no longer a quiet business. For one thing, the word "program" has been put back in the name. For another, a stream of new blood has been flowing into the field, adding force to the mixture.

Although there are many facets to program services, they all share a common objective: To make a radio station's sound (programming and commercials) more individual and more professional.

"Stations realize that if they are to compete effectively with other ra-

dio outlets in the market, they must develop a sound programming structure to win listeners and to offer to advertisers," states Alan Sands, president of Alan Sands Productions, New York. "Many station managers are finding that they can gain a distinctive image in their listening area by offering transcribed programs that are broadcast exclusively by them in their markets."

And Peter Frank, head of Peter Frank Organization Inc., whose Richard Ullman Inc. (New York) division distributes various aids to radio stations, says, "There is a steadily increasing accent on individual station sound together with markedly increased activity in the jingle and merchandising fields."

Talk & Information

Among the most discernible trends in radio programming has been the integration of talk and informational fare into schedules. This has opened up new horizons for suppliers of syndicated material.

"We consider the most significant trend in radio programming the addition of capsule talk programs by music and news stations," declares Charles Basch Jr. of Basch Radio & Tv Productions, New York. "These programs run from one minute to five minutes and cover practically every kind of programming—comedy, romance, mystery, how to do it, sports, advice column, etiquette and other subjects."

With the emphasis today on tight production in programming, most stations across the country require shorter segments of talk and information fare. Or stated another way, "The most important development is the growing use of 'quickie' programming," says Janis Grayson, syndication manager, WICH-Syndication, Norwich, Conn.

"Feature program production is diminishing," states John Gainford, assistant to the executive vice president of S. W. Caldwell Ltd., Toronto. "There is a significant increase in featurettes (three minutes or less)"

And Douglas Cramer, president of Cramer Productions, Los Angeles, asserts, "The trend is away from quarter-hour or half-hour programs. There is a demand for five-minute programs of quality for local stations to sell."

News programming has similarly seen an awakening. And specialized services have been developed to meet new demands by stations. Among the many outfits in the field now are such firms as Radio Press International Inc. and Broadcast Editorial Reports Inc., both New York.

RPI has been operating as an independent voiced news service for three years and the number of subscribing stations now totals 60.

It maintains a string of overseas reporters in 26 news centers from Algiers to Toronto as well as the United Nations, New York, Washington, Atlanta, Cape Canaveral, Miami and San Francisco. RPI transmits to its subscribing stations a minimum of 90 international and national voiced reports from their origination points every week.

Each report runs approximately 45 seconds with the emphasis on actuality, on-the-spot reporting.

With a growing number of stations editorializing, Broadcast Editorial Reports has set itself up to supply broadcasters with editorial opinion and background services.

"Editorializing is a new broadcast operation," states Leslie Phillips, vice president, "and we are servicing stations to augment their community editorializing with opinion and material by famous names on national and international issues."

The accent on news has led to the creation of Washington news set-ups by many group ownerships as well as the formation of independent services. It also has led to the development of special regional coverage, like Resort Radio Productions, Atlantic City, N. J., and Radio Pulsebeat News, New York.

"The great flexibility of radio due to such devices as the beeper telephone and portable tape recorder has enabled radio to achieve its full role as a communications medium," states Len Antell, director, Resort Radio Productions. "News and information can be disseminated with great speed."

Blanketing the New York area, Radio Pulsebeat News offers full news-gathering activities including on-the-spot interview recordings, transmissions from news scenes and reproduction.

Music Still Staple

The staple of radio programming, of course, is music. And many changes are taking place as stations attempt to keep pace with the tastes of their publics.

Charles Scully, station relations for SESAC Inc., explains one change.

"There has been an increased industry-wide trend toward specialized LP programming. SESAC in 1959 began producing all recordings on hi fidelity 33⅓ rpm long-playing microgroove discs, packaged and color-coded for ease in programming by station personnel. These recordings may be purchased on an outright sale basis in any quantity from 10 to 100 at prices ranging from

$2.80 to $1.90 each, depending upon the number ordered."

Broadcast Music Inc. has just celebrated its 20th anniversary of providing music services to the broadcast business. In addition to its licensing arrangements, BMI also has other programming services and aids. It publishes a yearly brochure, "Concert Music Hall," an outline of concert music activity, and brochures on jazz figures and a series of book review programs. A script program on historical events, *Milestones,* has been changed from a quarter-hour format to one- and two-minute capsules.

One recent development in the music programming field that bears watching is the formation of Record Source Inc. The firm, headed by veteran record executive Hal Cook, offers records of every major label in a package arrangement for stations that are not on the mailing lists of manufacturers. RSI has a variety of packages, with the records for each unit selected by the music staff of *The Billboard.*

"To many stations across the country," explains Mr. Cook, "getting fresh and appropriate records is a major problem. The questions management has to answer are: Which of the new releases will win popular favor? Who makes them? How can we get them?

"At the same time, many record makers have the parallel problem of getting their releases to stations quickly and economically. RSI was conceived as a catalyst to bring stations and record manufacturers together." The company offers album products as well as singles.

Jingle Production

Production of jingles for audience promotion and commercials is a burgeoning area of program services. And there are no geographical boundaries for the firms creating these services. New York, Dallas, Los Angeles, Chicago and many medium-sized cities house production organizations.

"We believe the most significant trend," states Frank Knight, vice president, World Broadcasting System, New York, "is in providing stations with two things. First, commercial jingles that are expertly produced to meet 1961 marketing needs. These must have a professional sound and persuasiveness. Second, production aids to fit many station needs, both commercial and service, with the accent on newness and finesse."

A. B. Sambrook, manager of RCA Recorded Program Services, New York, comments, "The production of local sponsor selling promotions and merchandising materials for subscriber sale to local advertisers as well as materials for a station's own promotion are among the most important developments in the field of program services."

Production firms emphasize that there is a definite movement in the direction of customized material of professional quality.

"There is a trend *away* from 'all-purpose jingles' and *to* specific call letters and features made especially (even though more expensively) for individual stations, individuals and their programs and titles," declares Edward Truman, owner, Crane Publications, Los Angeles.

And Gordon Day, president of Gordon M. Day Productions, New York, states, "The most significant trend in jingles and commercials is the new realization among agencies that broadcast advertising must be *good* advertising. Through painful trial and error with the facile, the over-clever and the 'pretty-pretty,' knowledgeable advertisers are coming back to the first class professional selling commercial.

"Why?" he asks. "Because the selling commercial moves the merchandise off the shelves."

Dallas Center

Dallas is making a name for itself in the commercial recording field. Among its leaders are Futursonic Productions Inc., Commercial Recording Corp. and Pams Productions.

Futursonic estimates that these three firms add "about $250,000 to the income of the Dallas area vocalists and musicians each year."

Individualized station service is stressed by these firms.

"In the past, the jingle industry has been primarily concerned with station I.D.'s," states Jerry Whitman, advertising and promotion director of Futursonic. "However, we have come to realize a definite need for more varied and complete programming and promotion services. To satisfy this need, we have developed a consultation department to handle matters of programming, spot production and use of musical jingles together with other production aids to insure maximum effectiveness for each station."

The use of musical commercials is growing, according to the U.S. RADIO survey. This is true both on the local and national levels.

"A recent national survey of 223 major advertising agencies," states Phil Davis, president, Phil Davis Musical Enterprises Inc., New York, "has indicated that 82.6 percent now employ the specialized services of professional creative musical com-

mercial producers. Some agencies formerly originated music in their own shops, but have discontinued that practice in favor of professional assistance, which is billable, cuts down overhead costs and provides a wider field of creative talent."

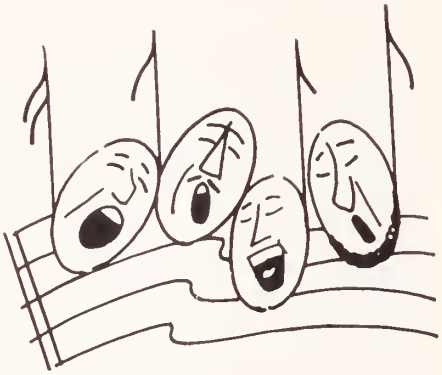
The creation of packaged commercials for local advertisers is gaining in acceptance, too. In the past year, the number of firms that specialize in this area have grown considerably.

'Excitement'

"More and more local advertisers are going to production commercials on E.T.'s for excitement," declares Jim Maxwell, president and general manager of Globe Recording Studio Inc., Nashville.

And Charles Fuller, who heads Charles Fuller Productions, Tampa, Fla., states, "There is a greater use by local advertisers of packaged commercials. Advertisers seem to feel that they place themselves in a much more advantageous position by establishing an on-air salesman as their representative wherever and whenever their message is broadcast."

An effort to link the creative aspects of a recorded singing commer-



cial to the development of local sales has been instituted by Ad-image Inc., New York.

Working with one station in a market, this firm will produce an original, custom-tailored singing commercial for a specific account that agrees in advance to buy a specified amount of time on the station.

This advertiser then is entitled to three audition jingles. If he does not care for these, he is under no obligation to buy the time.

Ad-image provides complete sales aid for the station during the operation of this project. An account supervisor of the firm works with the local station sales force in presenting the concept to a prospective advertiser. Generally, the target accounts selected by the station are those that have been tough to land for a variety of reasons.

Ad-image, owned by Harold Raphael and Adele Purcell, believes that new local accounts can be won over to radio by offering these advertisers custom-tailored commercials.

Predicated on a radio station's desire to achieve individual and separate identity, the many suppliers of program services are undergoing considerable change and expansion in an effort to meet the need. • • •

Services Directory

Here's a directory of firms responding to the program services questionnaire survey; it includes the firm's names and addresses as well as the services offered

Ad-image Inc.
527 Madison Ave., New York
Services:
Produces and distributes custom-made singing commercials to aid local broadcasters in gaining new advertisers.

Associated Radio & Television Studios Inc.
1409-11 Fourth St. South, St. Petersburg, Fla.
Services:
Metromodern Radio Series offering custom production of complete station formats including news, sports, weather, show openings, station promos and commercials; recording services for such activities as public relations, conventions and grand openings; operates a radio announcers school.

Audio Duplication Services
239 E. Church St., Marion, O.
Services:
Background music and background music playback equipment; high speed tape duplication.

Basch Radio & Television Productions
17 E. 45th St., New York
Services:
Produces radio programs, jingles commercials both live and transcription.

Broadcast Editorial Reports Inc.
33 E. 39th St., New York
Services:
Provides editorial opinion and background services developed by well-known newsmen; short features on public affairs and the commentary series *Imperial Press Club.*

Broadcast Music Inc.
589 Fifth Ave., New York
Services:
Acquires performing rights from independent writers and collects license fees from organizations which perform music for profit and makes payment to the creators of the music. Publishes a yearly brochure, "Concert Music Hall," an outline of concert music activity. Prepares and distributes brochures on jazz composers and a series of book review programs. The format of *Milestones* a quarter-hour script on historical events that coincide with a present date (i.e. Pearl Harbor Day—Dec. 7) has been changed to one- and two-minute capsules.

S. W. Caldwell Ltd.
447 Jarvis St., Toronto, Canada
Services:
Produces custom programs and jingle recordings; Canadian representatives for Lang-Worth "Radio Hucksters" and "Air Lifts."

C/Hear Services
210 E. 47th St., New York
Services:
Produces and distributes comedy introductions to standard and popular records for use by station disc jockeys. Programs run from 20 seconds to one minute.

Capitol Transcriptions Inc.
620 11th St., N.W., Washington, D. C.
Services:
Tapes of news conferences including, Presidential, Sec. of State, Cabinet Members, Congressmen and Pentagon; jingle production and other sales aids with full orchestra facilities; "Talking Postcards" for direct mail program promotions; message repeater cartridges for all makes (clients: Toledo "Talking" Scales, McIntosh "Lectour," and others); tape duplication and studio services (clients *American Forum of the Air, Youth Wants to Know, World Views,* and others); ET's, LP's, 45's—custom cut acetates or vinyl pressings.

Commercial Recording Corporation
P.O. Box 6726, Dallas, Tex.
Services:
Produces jingles, musical commercials, underscoring and effects for advertising and station promotion.

Contemporary Productions
8332 Sagamore, Kansas City, Mo.
Services:
Provides programming aids for fm and am programming such as: classical music in half-hour blocks for fm; production ID's, 20-, 30- and 60-second announcements, aimed at creating station image; fm production aids; jingle series for am stations in small markets.

Corelli-Jacobs Film Music Inc.
723 Seventh Ave., New York
Services:
Background music library on disc and tape; editing of music and sound effects.

Cramer Productions
P. O. Box 75872 Sanford Station, Los Angeles
Services:
Produces and syndicates programs including, *Moments in History*, a five-minute, five-day a week program using original voice tracks of famous people and events, 260 units available.

Crane Publications
1826 Jewett Dr., Los Angeles
Services:
Provides cue music for commercials or entire shows; composes spots and themes; maintains a tape library of sound effects.

Creative Services Inc.
75 E. Wacker Dr., Chicago
Services:
Produces and acts as distributors for producers of capsule and longer features including: *Guidance Message in the Stars*, a daily 30-second horoscope with a package total of 84 a week, *Jonathan Price*, one-minute family problems capsule package of 20 a week, *The Man In Your House*, five-minute open end show for women, package of five a week, *Medal of Honor*, five-minute, open end dramatic series on civilian and military heroes. All these packages are available in combinations of two or more contracted under the title of Radio Orbit and available to broadcasters with supplementary promotional material. Several new shows include: *It Happened in Sports* with champion bowler Joe Wilson, *You Can Be Beautiful* with beauty specialist Sid Simons

and *Kitchens Around the World.* All of preceeding are one-minute capsules. A new 15-minute feature entitled *Star Interviews* is being made available.

Alfred Davidson Fashion and Merchandising Consultant Inc.
8 W. 56th St., New York
Services:
Produces and syndicates *The World of Fashion,* a one-minute capsule interview with fashion personalities.

Phil Davis Musical Enterprises Inc.
59 E. 54th St., New York
Services:
Produces custom-made musical commercials for transcriptions; acts as musical consultant to agencies; composes original music and copy approaches for spot campaigns.

Gordon M. Day Productions
15 W. 44th St., New York
Services:
Produces jingles and spots for advertisers; produces station ID's.

Charles Fuller Productions
P.O. Box 10513, Tampa, Fla.
Services:
Provides commercial jingles, comedy station breaks and other special introductions; package program services include: *Playback* a daily five-minute feature on historical events; *Pinpoint,* a daily commentary on national and international affairs; *Our Community,* a weekly half-hour "community booster" format featuring important guests and interviews of interest to the particular community (tape); *This is Their Music,* weekly educational feature on music, 13 units available; *Tht Ed Bray Show,* daily 60-minute disc jockey show; *Coffee Time,* every-other-day interviews with interesting persons.

Futursonic Productions Inc.
3103 Routh St., Dallas
Services:
Produces musical station ID's; provides "Customcraft" service, a complete package of jingles directed toward creating station's image; musical productions and sound effects for special programs and promotions; musical productions for advertisers; syndicated sales aid for marketing radio time.

Georgetown University
37th & O streets, Washington, D. C.
Services:
Produces and distributes a 28-minute 45-second panel discussion program entitled *Georgetown University Radio Forum;* program is non-commercial, educational and is recorded weekly.

Globe Recording Studio Inc.
420 Broad St., Nashville, Tenn.
Services:
Produces recorded commercials, jingles, taped programs, electrical transcriptions, air checks, recording tape masters and custom pressings.

Harry S. Goodman Productions Inc.
19 E. 53rd St., New York
Services:
Distributes Allen Funt's *Candid Mike,* a five-minute comedy feature, 200 units available; under heading of "Listener's Digest Concept," distributes 14 features running less than a minute. Features are on such topics as child care, health, personal money management, home improvement, gardening, boating, odd sports facts, advice to the lovelorn, Hollywood interviews and two humor shows, *Pardon My Blooper* and the *Cal Pinney Show.* These features are available in packages with 260 to 1,040 units in each with custom openings and closings using personality in show. Also distributes half-hour dramatic shows including, *Let George Do It, Moment of Peril, Arm Chair Theatre, Doctor's Story, Murder at Midnight, T-men Confidential* and others. These shows are available on a 26-week contract. Also produces and distributes station ID jingles.

H-R Productions Inc.
17 E. 45th St., New York
Services:
Produces one- and three-minute stories on stamp collecting; background music, production numbers and sound effects.

International Good Music Inc.
1151 Ellis St., Bellingham, Wash.
Services:
Provides "Heritage Music" programming and automation for fm stations.

Frederick Jacky Productions
230 N. Michigan Ave., Chicago
Services:
Produces production aids, commercials, jingles and radio station aids.

Kay-Tee Productions Inc.
5035 Brookfield Lane, Clarence, N. Y.
Services:
Programs and produces a monthly radio continuity service including sales aids, special features syndicated for radio and recorded features for individual stations.

Lang-Worth Feature Programs Inc.
1755 Broadway, New York
Services:
Produces and distributes "Radio Hucksters" and "Air Lift" musical commercials and airlifts for station image and individuality; tailor-made commercials; local station promotions; syndicates "Radio Vignettes," one-minute capsules.

M-J Productions
2899 Templeton Rd., Columbus, O.
Services:
Produces a five-minute, open end feature, *The Two of Us* and a special order Christmas program, *Holiday Magic* as well as production radio spots (no jingles).

Modern Sound Inc.
312 W. 58th St., New York
Services:
Provides "original sounds" and music for commercials. Music is furnished by Sonny Lester.

George Logan Price Inc.
20828 Pacific Coost Hwy., Molibu, Calif.
Services:
Offers 52 half-hour transcriptions that are episodes from the Bible, entitled *Living Pages.*

Programotic Broadcasting Service
229 Pork Ave. South, New York
Services:
Provides automated equipment and taped music programs plus special taped features for fm and am stations.

Program Development & Research
33 W. 60th St., New York
Services:
Provides researched scripts, under the title of "Informacast," on various subjects. Basic library has 250 scripts with 50 new ones added each month.

Public Affairs Radio Inc.
150 Broadway, New York
Services:
Produces and distributes *Dateline: Wall Street*, a taped 15-minute weekly summary of finance, shipped air mail/special delivery and *This is Wall Street*, a daily two and a half-minute summary of stock market closings with a commentary by a financial expert. Latter is sent out over telephone lines.

R.C.A. Recorded Program Services
155 E. 24th St., New York
Services:
In addition to the RCA Thesaurus Music Library and the RCA Thesaurus Commercial Library the RCA syndicated radio programs include: *The Playhouse of Favorites*, a half-hour series of the classics, with 52 available episodes; *The Haunting Hour*, a half-hour series of famous mysteries, also 52 available episodes; *A House in the Country*, 52 half-hours of comedy; *The Weird Circle*, 78 half-hour episodes of suspense; *Aunt Mary*, 605 serials, five a week series; *Dr. Paul*, over 520 episodes of this 15-minute, five a week series; *Betty and Bob*, another 15-minute serial of a typical young American couple with 390 episodes available; *The Magic Christmas Window*, this is a quarter-hour show for children with 25 episodes available; *Come and Get It* is a quiz on food facts, 15 minute units are available on a 3-or-more a week basis, 156 units; *Five Minute Mysteries*, a series of mystery episodes, offers 260 episodes; *Getting the Most Out of Life*, a five-minute, inspirational program with 117 available episodes; *The Name You Will Remember*, a personality show running five minutes with 250 available units. In addition RCA offers *The Joy We Share*, *Automotive Sales Library*, and *Jackie Robinson's Sport Show*.

Radio Press International Inc.
18 E. 50th St., New York
Services:
Provides international news service by subscription. Maintains national and overseas news bureaus and provides to subscribers a minimum of 90 reports a week; each report runs approximately 45 seconds and is edited and ready for broadcast.

Radio Press News Services
B-8 Hillside Manor, New Hyde Park, N.Y.
Services:
Provides coverage of news events through special mobile service plus special features from five to 12 and a half minutes in length.

Radio Programming Service
38 E. 57th St., New York
Services:
Offers two features entitled "Minit Mats," a daily stock market report on economic trends running one minute, 260 programs available for 52 weeks and 260 one-minute capsules on marriage counseling.

Radio Pulsebeat News
153-27 Hillside Ave., Jamaica, N. Y.
Services:
Provides a mobile news service to broadcasters; covers New York area news breaks. Covers other events such as the Presidential news conference by tape.

Radio & TV Roundup Productions
111 Maplewood Ave., Maplewood, N. J.
Services:
Produces and syndicates one-, five- and 15-minute features on the following subjects: agriculture, religion, safety, women's interest, fashion, business trends, medicine, science, education, travel and interview programs; syndicates the following productions; *Radio USA Newsreel*, *Farm Digest*, *Focus on Fashion*, *Family Communion Crusade*, *It's a Funny World* and *National Hostess Council*.

RadiOzark Enterprises Inc.
Radio-TV Bldg., Springfield, Mo.
Services:
Produces quarter-hour open end shows to be run three or five days per week. Shows are: *The Tennessee Ernie Ford Show* with 260 episodes, *The Red Foley Show* with 156 episodes and *The Smiley Burnette Show* with 292 episodes.

Recorded Publications Mfg. Co., Inc.
1558-1570 Pierce Ave., New York
Services:
Produces commercials, jingles, tape and record reproductions of station programming.

Record Source Inc.
333 E. 46th St., New York
Services:
Provides recordings such as: "Hot 100," the top ten records of the week, shipped weekly; "Easy Listening," six of the top non rock 'n roll records each week; "Country Music"; "Popular Album," 10 new monthly albums each month featuring new popular LP releases; "Classical Album," 5 new albums each month; "Catalog Album Service" provides albums in 16 different categories.

Resort Radio Productions
7 S. Cambridge Ave., Atlantic City, N. J.
Services:
Produces and distributes the *Miss America Pageant* each year; covers conventions in Atlantic City, plus other special news events.

Richard H. Roffman Assoc.
675 West End Ave., New York
Services:
Produces programming and production aids, audience promotions, contest ideas and provides talent representation.

Jack Russell & Assoc.
203 N. Wabash Ave., Chicago
Services:
Produces commercials and jingles, and provides talent consultation.

Alan Sands Productions
565 Fifth Ave., New York
Services:
Produces the following transcribed radio series: *Minute Tips on Your Child and You*, on baby and child care with 260

capsule programs available; *Your Guide to Good Health* with Dr. Lester Coleman, 390 capsules on better health; *The Right Thing To Do* with Amy Vanderbilt.

Sesac Inc.
10 Columbus Circle, New York
Services:
Provides an LP album service featuring top artists; the "Drummers," a series of programming production and sales aids: Country and Western "Drummers," sales and programming aids for Country and Western broadcasters; script service for various national holiday observances.

Show-Biz Comedy Service
65 Parkway Court, Brooklyn, N. Y.
Services:
Provides comedy programming ideas for disc jockeys, gags for commercials and ideas for audience promotions.

Signal Productions Inc.
6223 Selma Ave., Hollywood
Services:
Produces and syndicates the following open end programs: *Point of Law*, a five-minute daily capsule series on actual court cases, 760 episodes; *Almanac*, a five-minute daily series on weather and the seasons, 260 episodes: *Doctor's House Call*, five-minute report on health, and medicine. 260 episodes; *Don't You Believe it*, five-minute daily series documenting true-life incidents that debunk popular misconceptions, 260 episodes.

George Skinner Radio Featurettes
1755 Broadway, New York
Services:
Produces under-a-minute talk programs; *Strictly for Men, Tips to Mother, Wonderful World of the Automobile, The Glamour Point, Tasty Tips on Feed, Candy Jones' Beauty, Man's Best Friend* and a new health feature. Distributes through Lang-Worth Feature Programs at above address.

Sigmund Spaeth
400 E. 58th St., New York
Services:
Provides programs dealing with music, both serious and popular, such as *The Tune Detective*.

Hal Tate Productions
192 N. Clark St., Chicago
Services:
Syndicates *Who's Talking*, a nationally transcribed feature in which celebrities give poetic clues about themselves: geared for telephone quizzes.

Tele-Sound Productions Inc.
1026 Pennsylvania Bldg., Washington, D. C.
Services:
Offers such program services as: custom tailored sponsor jingles, station ID and promotion jingles, weather jingles, "zany" sound effects, quality sound effects, record introductions and gimmick voices.

Television, Radio & Film Commission of the Methodist Church
1525 McGavock St., Nashville, Tenn.
Services:
Produces and distributes religious programs.

Trand Assoc.
13 E. 53rd St., New York
Services:
Packages and distributes these features: *At Home with Virginia Graham*, a daily five-minute feature on general topics; *Celebrity Talk*, a ten-minute interview program; *Weekly News Analysis* with John Cameron Swayze, a ten-minute weekly news shows with two openings for local commercials.

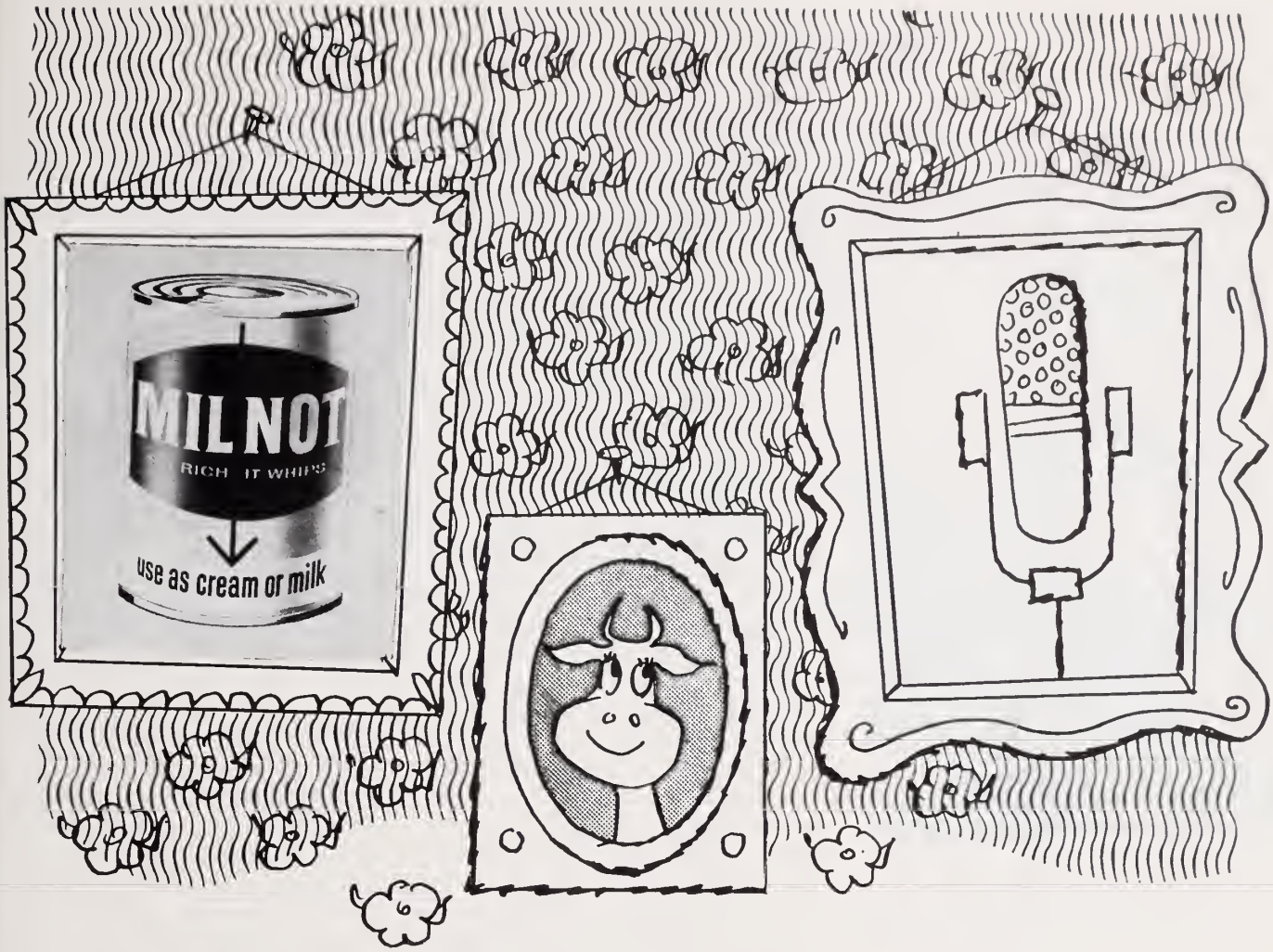
Richard H. Ullman Inc.
(div. of The Peter Frank Organization Inc.)
1271 Sixth Ave., New York
Services:
In addition to the "Big Sound" library of program aids for commercials, music, news, sportscasts and special events, this distribution division of The Peter Frank Organization will soon introduce a new package. It is geared for "high-speed" stations, and includes special station ID's, separators, pows, stings; programming aids such as comedy "wild tracks" to be used as separators; news and sports promos; commercial beds and a nation-wide monitoring service. Other specialties include: "Golden Era Jingles," based on song hits of the past, produced by IMN; "Jet Jingles," produced for Negro stations; "Soundsational Jingles," produced by IMN for "high-speed" stations; "Swinging Radio" and "Swing-Western" jingles, the latter produced by IMN and the development of commercial jingles for "The Big Sound."

Upper Room Radio-Tv Parish
1908 Grand Ave., Nashville, Tenn.
Services:
Produces 15-minute devotional programs on a seasonal basis and *Thought for the Day* scripts for daily use.

WGN Syndication Sales
2501 Bradley Place, Chicago
Services:
Produces *International Showroom with Wally Phillips*, a 40-segment series of 15-minute programs purchased by International Harvester for national distribution.

WICH-Syndication
P. O. Box 551, Norwich, Conn.
Services:
Productions include: *The Otto Graham Show* in two versions (quarter hour or six 60-second's), offering a weekly football forecast; *Your Income Tax*, a weekly set of 12 half-minute income tax tips; *Tommy Armour's Golf Tips*, five weekly 30-45 second spots; *The Insurance Answer Man*, a 39-week script series with each segment running 20-30 seconds; *Margaret Thompson*, 30-second units on food preparation, packaged at ten-a-week; and a commercial jingle service.

World Broadcasting System Inc.
Suburban Station Bldg., Philadelphia
Services:
Produces: commercial jingles: station service features including multiple ID's, weather, news, time, introductions, traffic and road conditions and so forth; production aids such as, fanfares, interludes, mood effects; station promotions; Christmas features; commercial lead-ins; backgrounds; dramatic and humorous readings and other features and effects.



How Milnot Spreads The Word

Words without music pave the soft-spoken road to selling housewives a milk compound in 25 regional markets

"If you can't fight 'em, join 'em" is the old slogan. It's also the old archaic slogan, according to account and copy people at D'Arcy Advertising Co., St. Louis.

D'Arcy and client Milnot Co., producer and packager of Milnot, a milk compound for consumer consumption, discarded the time-worn slogan for their radio advertising campaign this year.

Milnot, a four-state regional marketer, wanted to attract listener interest with its campaign through a commercial approach that differed from adjacent programs and com-

MEDIA SPECIALIST, J. Dolan Walsh doubles as account executive and assistant manager of D'Arcy media department. He is assigned to Milnot because of client's large use of radio.

ACCOUNT EXECUTIVE, Robert P. Ogle specializes in food accounts. "Milnot spots meet the change of pace requirement . . . in sharp contrast to the fare on 'music' stations."

mercials. The company worked out, with D'Arcy, a soft-sell, no jingle campaign voiced by "natural people in natural circumstances."

The result, the agency says, has justified the premise.

One-Year Contract

The coalition between Milnot and D'Arcy began late in 1959 when the St. Louis agency acquired the account from McCann-Erickson, Chicago. The D'Arcy decision to align Milnot advertising with spot radio was not a new one. Milnot has been a radio advertiser for no less than 20 years, according to Robert Ogle, account executive.

Radio plans for 1961 encompass 27 stations in Illinois, Indiana, Missouri and Oklahoma. The contracts run for 52 weeks on all stations, buying time in a minimum of 20 weeks. Heaviest concentration of spots is toward the weekend—Thursday, Friday, Saturday—when grocery shopping is at its peak.

But Milnot's association with the sound medium was not always so close. During D'Arcy's first year on the account, Milnot was on the air in four markets only: Chicago, St. Louis, Oklahoma City, Tulsa. In each of these cities two leading stations were used.

$125,000 in Radio

By 1961, the agency had decided to go ahead with more radio, especially in non-metropolitan centers. Purpose was to broaden the reach, drum in the slogan, "If cows *could,* they'd give Milnot." According to Account Executive Ogle, Milnot now puts one-fourth of its advertising budget into radio. U. S. RADIO estimates that the radio figure may reach $125,000. Milnot puts the rest of its money into newspaper and outdoor.

Milnot's campaign is a departure from the practice of most national or regional radio advertisers in that the commercials are narrative with no music or jingle. The narrative commercial was chosen by the agency after much thought and research. Considerably strong judgments back up this choice.

D'Arcy discussions on copy brought to light some of the facts of radio life. Some questions that evolved:

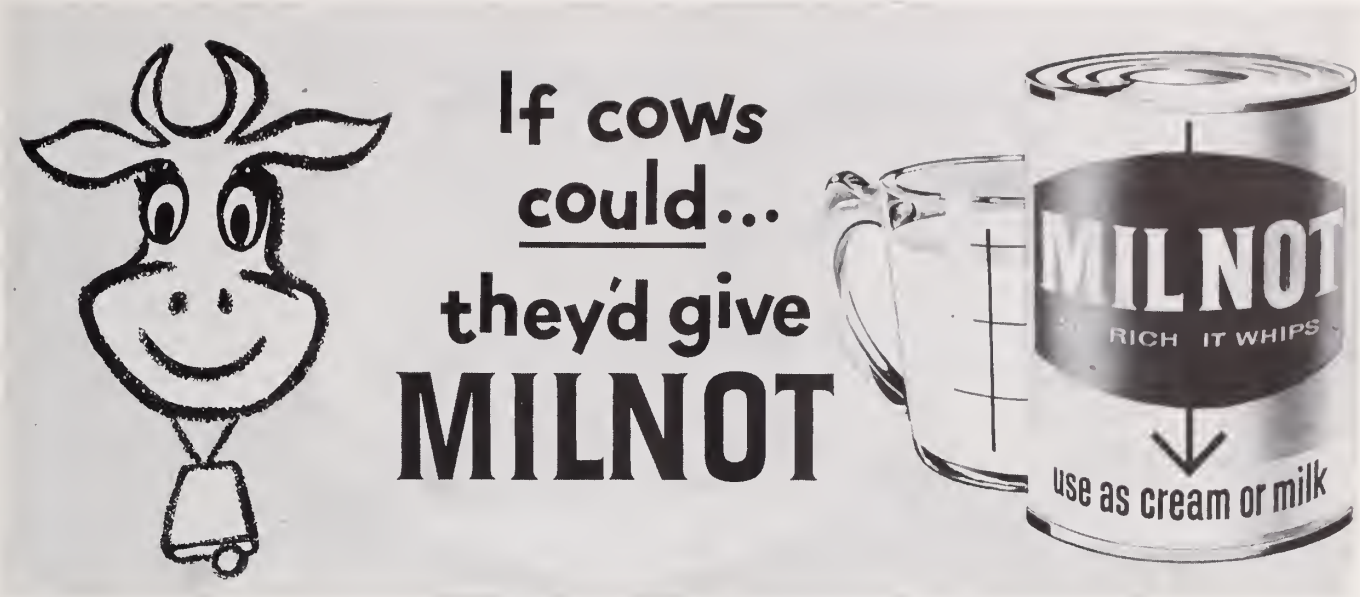
- What's more rare today than a radio spot without a jingle, music and hard-sell . . . an old time, softly spoken, listenable commercial?
- What stands out more than a straight radio spot on a station airing the standard pattern of musical programming and hard selling commercials to which we've become accustomed in recent years?

Naturalism

"A point well taken," concluded a D'Arcy creative team as its members reached for a new format for the radio spot series for Milnot. "We'll get attention, particularly on 'music' stations, if we use natural people in natural situations, reacting normally on learning for the first time about Milnot and its qualities and uses. Change of pace spots—unadulterated conversation," some one suggested. "Let's try it." Agreement was unanimous.

Both the account supervisor, Marvin D. McQueen, and the account executive, Mr. Ogle, supported the idea. The spots for radio had to be integrated with the campaign's copy theme, "If cows could, they'd give Milnot." And spots were to be beamed to homemakers in the middle and upper income brackets.

The goal of the campaign, according to Mr. Ogle, was to upgrade the image of Milnot by pointing out its many uses in cooking and baking, whipped for desserts and in coffee—for any daily milk needs at home, for that matter.



GIANT OUTDOOR billboard complements radio copy, delivers impressions of campaign theme: "If cows *could*, they'd give Milnot." Billboards appear in Chicago, Indianapolis, St. Louis, Kansas City, Tulsa and Oklahoma City. Radio campaign intensifies preceding holiday weekends.

Walter A. Armbruster, D'Arcy copy director, called on a radio-tv specialty writer, Elinor Ohrn, to develop the idea. When she had completed the commercials—a long series of them—the copy experts, the account men, Dolan Walsh and Mr. Ogle, and John J. Weber of the radio-tv department chose the most suitable. The commercials were then presented to the client on tape, as part of D'Arcy's 1961 advertising presentation. According to Mr. Ogle, approval was immediate.

Retail Scene

Why was approval so fast? Mr. Ogle thinks the commercials were a hit because "Using the grocery, the retail outlet, as the scene for each of the situations portrayed was so natural. The situations themselves were typical, completely unforced. The reactions of the people were so normal. There's the man searching the store shelves for Milnot, aided by a clerk who explains what it is, and the housewife relating Milnot's uses to her husband while shopping."

Here is an example:

WOMAN: I've got to get the potatoes and stuff . . . you go over there and get three cans of Milnot.

MAN: Milnot? What do you do with that?

WOMAN: I just make all your favorite dishes with it, that's all.

MAN: (Indignant) My favorite dish is pumpkin pie with whipped cream. You don't make that with Milnot!

WOMAN: (Chuckles) Oh, don't I? Go get the Milnot, George.

MAN: So maybe the pumpkin pie! But you don't make whipped cream with Milnot!

WOMAN: George, Milnot whips . . . you've been eating it on puddings for the last 10 years.

MAN: Really? Does Milnot cost less than cream?

WOMAN: Costs even less than milk. Now please go get the Milnot, honey.

MAN: Is that Milnot you use on our cereal?

WOMAN: And in ice cream sauces, cookies, waffles, cakes, candies, omelets and meat loaf. And . . .

MAN: (Interrupting) So I'll go and get the Milnot. You always use it in place of milk and cream?

WOMAN: You know what their slogan is: "If cows could, they'd give Milnot."

MAN: Hey, that's a good one! (Going off) "If cows could, they'd give MILNOT."

Pleasant Soft-sell

These are straight, conversational commercials, no musical background, no jingle, delivering a pleasant, soft-sell message. They're listenable, the agency thinks, and have maximum impact and appeal. And using the grocery as a setting gives the client the greatest possible merchandising potential.

Six commercials are in the original package for the client, including three 60-second dialogues and three 30-second monologues, all extolling the uses of Milnot. The campaign went on the air on 27 stations in 23 markets in Milnot's four-state marketing area the week of January 16 to 21. Additional commercials will be added as the campaign progresses.

Media Coordination

This schedule will be co-ordinated closely with the newspaper campaign. Twelve air weeks coincide with the appearance of Milnot's 200-line recipe ads. The remaining radio will be heard in the weeks preceding holidays. Milnot's print ads appear in roughly 130 newspapers in Illinois, Indiana, Missouri and Oklahoma. Outdoor posters are placed in metropolitan areas only.

Radio is used to amplify the same copy line that appears in the newspaper ads and outdoor posters. The spots are aired in daytime only, 9 a.m. to 5 p.m. Mr. Ogle explains that the agency selects stations on a high rating basis. The markets chosen are based on the need for more exposure in non-metropolitan markets. Working in a four-state area, Milnot can get deep penetration with radio.

Merchandising

"Milnot's regional distribution does not affect radio use except where radio has an over-lap into states where the company has no distribution," Mr. Ogle explains. "For example, we do not use radio in Kansas City, Mo., because Milnot is not sold in Kansas. Any radio buy in Kansas City would be more than 50 percent wasted. To a slight degree, this is the case in Chicago, where there is an over-lapping with Wisconsin.

"Milnot takes full advantage of radio station merchandising facilities. Basically, Milnot does not use station personalities, since we're using ET's and there can be no direct promotion tie-in between them and Milnot salesmen. In-store promotions do tie in with radio commercials," he continues, "because all the point-of-sale material is directed to the new theme—'If cows could, they'd give Milnot.'

"Considerable research and testing was done to determine the acceptability of the radio campaign, as well as the copy line for the three-media schedule," Mr. Ogle points out.

The result? The client is happy with the campaign, and listener response to commercials has been highly favorable. It is too early to tell whether sales have taken a jump. Milnot insists that it is not thinking about expanding its marketing territory; thus it is a moot question whether the company's use of radio will be enlarged. But if the present campaign pays big dividends, the agency does not consider the possibility of hiking the size of its radio schedule completely out of the question.

Full Distribution

The Milnot Co. was founded nearly 26 years ago, and is headquartered in Litchfield, Ill. It started as a dairy, gradually switched to producing Milnot, its only product. Milnot is a milk compound that is packaged nad sold in cans. It has 100 percent distribution in four states. • • •

MILNOT RADIO FACTS

1. **Milnot spends $125,000 in regional spot radio each year**
2. **Spot schedules run on 27 stations in midwestern markets**
3. **Concentration is on housewives, heavy daytime listeners**
4. **Thursday, Friday and Saturday are peak shopping, peak spot days**
5. **D'Arcy holds 52-week radio contracts with 20-week spot base**

How Good Is Your Trade Vocabulary?

This glossary of radio terms, compiled by Ohio Stations Representatives, Cleveland, is intended as a guide of most-used or most-referred-to terms in radio advertising

Any Questions or Comments?

Additions, changes or even deletions are encouraged by those readers finding pause to question or comment on any of the terms appearing in the adjoining glossary.

A

AM—Audio modulation. Am radio is what is listened to on the normal broadcast band. Position on the dial spoken of in kilocycles.

ADJACENCY—Announcements adjacent to programs. For example: After world news or before sports roundup. This information is usually used by agencies in selecting from a list of "avails" or availabilities the times that an advertiser wants to use for his announcements.

AFFIDAVIT—Newspapers and magazines enclose tear sheets of ads with their invoices. Broadcasting stations include affidavits with their invoices to verify that the announcements were on the air.

AGENCY COMMISSION—Fifteen percent commission usually allowed by advertising media to accredited advertising agencies.

ANNOUNCEMENT—A broadcast commercial or advertisement. Sometimes referred to as a spot or a spot announcement.

AUDIENCE BREAKDOWN—Part of an audience survey showing the relative share of the total audience with which each station is credited.

AUDIENCE COMPOSITION—Information which accompanies some audience surveys. It usually shows men, women, teenagers and children listening to each program or station in every 100 homes.

AUDIENCE SURVEY—Study of estimated listening to various stations in a market. Usually shows the percentage of the radio homes in the area which are listening (homes using radio or sets in use): the percentage of the total listeners who are listening to each station (share of audience), and the total number of homes tuned to each station (rating). Some surveys provide additional information such as the age and sex of listeners to each station, the cumulative audience and other desired data.

radio glossary

AVAIL—See availability.
AVAILABILITY—Time open or available for sale on a station.

B

BTA—Short for best times available. Used by many stations instead of the phrase "run of station" because it provides a feeling of greater effort on the part of the station to provide just what the term implies.
BUDGET—An allocated amount to be spent on an advertising campaign or in a given medium, market or station.

C

CALL LETTERS—A station's method of identity. With a few exceptions, those stations located east of the Mississippi start with "W" and those west of the Mississippi with a "K."
CAMPAIGN—Planned advertising drive.
CHAIN BREAK—Refers to the times during or between network programs when a station announces its call letters and gives one or more commercial announcements. Normally, the announcements are referred to as chain breaks.
COINCIDENTAL SURVEY—An audience survey in which telephone inquiries are made to determine what the respondent is listening to at that time.
COMBINATION RATE—Sometimes stations with the same ownership or the same representative or with a geographical tie-in offer a reduced rate if they are bought together.
COMMERCIAL MANAGER—Same as the sales manager. Newspapers or magazines use the title advertising manager.
COMMERCIAL PROGRAM—A program that is sponsored (paid for by an advertiser)—in contrast to a "sustaining program" whch is not sponsored by any advertiser.
COMMERCIAL PROTECTION—A specific amount of time allowed by a station or demanded by an advertiser between competitive commercials or programs.
COMMISSIONABLE—Some stations do not allow commissions to advertising agencies on all of their rates. A commissionable rate is one that does provide for agency commission.
CONTINUITY—Advertising copy in a commercial. Sometimes refers to the writing of a program.
CONTRACT YEAR—The 12-month period during which a contract is in effect. This is important in arriving at the frequency discount. If an advertiser agrees to use 312 announcements within a year, this refers to "contract year" determined by the 12-month period beginning with the first announcement. If he uses 500 during the contract year and there is a 500-time rate, he is entitled to that rate and to a rebate for those announcements used at the higher rate. Similarly, if only 100 announcements are used during the contract year, the advertiser is "short rated" (charged back) to the rate actually earned.
COPY—As in all advertising, it is the set of words used to sell; also called continuity.
COST-PER-THOUSAND—Derived from survey data and station rates. The cost—on a given station or network—for each thousand homes or listeners at a given time. Although it usually refers to homes, it is sometimes converted to listeners. 5,000 homes at a $5 rate means a c-p-t of $1.
COVERAGE AREA—Geographical area covered by a given station, based on the strength and pattern of its signal.
COVERAGE MAP—A map showing coverage provided by a given station.
CUME—See cumulative audience.
CUMULATIVE AUDIENCE—Total audience which listens to a given station or program over an extended period of time, rather than at any one time.

D

DAYTIME STATION—A station whose license from the Federal Communications Commission only allows it to be on the air during daylight hours. Such a station changes its broadcast hours almost every month, depending upon the daylight hours for the month. It is sometimes called a daytimer. Also see "floating sign-on" and "permanent sign-on."
DIAL POSITION—A station's position on the radio dial. All other things being equal, the lower a station's position on the am dial, the better its signal is expected to be; also known as frequency.
DIRECTIONAL—When a station cannot send its signal out with equal strength in all directions because of limitations in its license from the FCC. It is directional in that there are directions in which it does not send out as strong a signal as it does in other directions.
DISC—A record. Although a regular record can be referred to this way, the term disc normally refers to a transcribed (recorded) commercial.
DRIVE TIMES—Also known as traffic times. The times when there are usually more cars on the road and you can therefore expect greater radio listening from the drivers of those cars. Although it varies from market to market, these times are usually 6 to 9 a.m. and 3 to 6 p.m. or 4 to 7 p.m.

E

ET—See electrical transcription.
ELECTRICAL TRANSCRIPTION—An electrically recorded message. Usually refers to a recorded commercial.

F

FM—Frequency modulation, transmitted on a part of the broadcast band different from am. An fm radio or tuner is needed to pick up the fm signal, considered to be static-free. Position on the dial is given in megacycles.
FIXED POSITION—Usually refers to commercial announcements where the station promises an advertiser that his announcements will be given at a specific time.
FLIGHT—The period during which an advertiser runs his campaign, such as a December flight or an early March flight.

FLOATING ANNOUNCEMENT—One that can run at any time between specific hours.
FLOATING SIGN-ON—Where a daytime station must sign on the air at different times in the morning each month, based on the time of sunrise that month.
FREQUENCY—A station's position on the radio dial; also called dial position.
FREQUENCY DISCOUNT—Most rate cards provide for progressively lower rates for advertisers as they buy more time on the station. Or, as they buy with greater frequency, their rate goes down. As an example, some stations have one rate for one announcement (the same applies to time segments of five minutes, 15 minutes, etc.), other rates for 52, 104, 156 and 260 announcements. These are known as the one-time rate, the 52-time rate, etc. If an advertiser buys 260 announcements in a year, then he is entitled to the 260-time rate—if the station happens to have such a rate. These 260 announcements are to be used within a year from the date of the first broadcast.
FULL-TIME STATION—A station which has a license from the FCC to broadcast for an unlimited number of hours each day. Such a station may be permitted to broadcast 24 hours a day, but does not have to stay on the air for the full time.

G

GENERAL RATE—This rate usually applies to those advertisers whose products have general distribution (beer, soft drinks, meats, foods) because such an advertiser receives a greater potential benefit from the advertising than a local retailer might. A station with a general rate usually has a retail rate, too.
GROSS RATE—Normally refers to agency commission, particularly on a station which charges a net rate (one which does not provide for agency commission). The gross rate is arrived at when the agency commission is added to a net rate.

H

H.U.R.—See homes using radio.
HIATUS—A temporary period during which an advertiser goes off the air.
HOMES USING RADIO—Used in conjunction with audience surveys. It is a figure based on the number of homes whose radios are in use at a given time. It is expressed as a percentage of the total homes in the area being surveyed.
HOOPER—A radio audience survey firm that uses the telephone coincidental technique.
HOUSEWIFE TIMES—Refers to the times of day when housewives are presumed to be the major part of the audience. It is usually a period starting at 9 a.m. and extending to 3 or 4 p.m., depending on the market.

I

ID—Short for identification. Can refer to 10-second announcements.

K

KC—See kilocycle.
KILOCYCLE—Location of a station on the am radio dial.

L

LIMITED HOURS STATION—A station which is not allowed to broadcast fulltime, but which is not necessarily limited to daylight hours.
LIVE COPY—Advertising copy that is to be read by the announcer, in contrast to recorded commercials or jingles.
LIVE TAG—Message delivered by the local announcer at the end of a recorded commercial. This might give the address of a local dealer, the price or other information.
LOCAL RATE—Another way of differentiating between the rates charged different types of advertisers. It is usually used by stations that also use a national rate and applies to advertisers whose headquarters are in the home city of the station—whether they be retailers or firms with broad distribution such as meat packers.
LOG—A record kept by each station showing the times that programs went on and off, the times that each announcement went on the air, technical difficulties and other pertinent data. It is required by the FCC.

M

MC—See megacycle.
MV/M—See millivolt.
MAKE-GOOD—A program or announcement put on the air to make up for a program or announcement that was scheduled but did not run—possibly due to preemption, technical difficulties or error.
MEDIA—Various ways in which to advertise—radio, tv, magazines, outdoor, etc.
MEGACYCLE—Location of a station on the fm radio dial.
MILLIVOLT—A unit of measure to show the strength of a station's signal in a given area. Usually referred to as 2 MV/M, 0.5 MV/M and sometimes 0.1 MV/M when discussing a station's signal strength at various distances from its transmitter.
MINUTES—60-second commercials.
MONITOR—When the programming and/or commercials of a station are tape recorded by an agency, advertiser or another station.
MULTI-SPOT PLAN—A special plan or package rate for announcements. It is usually lower than the rates on the same station using the frequency discount.

N

NATIONAL RATE—Another way of arriving at rates charged to different types of advertisers. Normally used on stations which also have a local rate. It usually applies to advertisers whose home base is not in the same city as the station and whose distribution is widespread.
NATIONAL REPRESENTATIVE—A firm which sells time for radio stations calling on advertising agencies and accounts in the major advertising markets, like New York, Chicago, Detroit, Los Angeles, among others.
NET RATE—This rate does not provide for the commission, so that an agency usually adds its commission to the rate before billing the client.

NETWORK—A group of two or more stations that are affiliated with each other because of common programming (either live, tape or transcribed) and/or because time can be purchased on the network through one order. The extent of network programming carried by each affiliated station often varies.

NIELSEN—A radio audience survey firm that uses a combination of special electronic meters in a certain number of homes plus diaries kept by listeners in other homes.

O

OFF WEEKS—Some advertising schedules call for advertising to run for certain weeks and to be off the air during other weeks. The weeks that they are not on the air are called the off weeks.

ON WEEKS—The opposite of off weeks, this term refers to those weeks when the fluctuating schedules are on the air.

OPERATING HOURS—Actual hours that a station is on the air.

P

PACKAGE—A particular combination of announcements that is put together to earn a special rate. Sometimes known as a plan.

PARTICIPATING PROGRAM—A program in which commercial announcements are inserted, in contrast to a sponsored program paid for by one advertiser. A disc jockey show is a good example of what is usually a participating program.

PARTICIPATION—An announcement in a participating program.

PERMANENT SIGN-ON—The time that some daytime stations go on the air—those which are licensed by the FCC to go on the air at a specific time regardless of the time of sunrise.

PICK-UP—The point from which a program is "picked up." This could be a remote broadcast from a shopping center or a pick-up of a sports program from another station or from the place where the sporting event is being held.

PLAN—Generally the same as a package. It is a plan by which certain announcements can be purchased at a saving.

POWER—The number of watts of power that a station uses to transmit its signal.

PRE-EMPT—To replace a regularly scheduled program with something of greater interest or importance at the time. Pre-emptions often are made for political broadcasts or for sports broadcasts.

PREMIUM PROGRAM—A program which, because of its large number of listeners or exceptionally expensive production cost or because of the valuable time that it is on the air, is charged for at a premium rate—above the regular rate card rate.

PREMIUM TIMES—Times of the day that a station considers sufficiently valuable to be worthy of a higher rate (driving times, for example).

PRIMARY COVERAGE—The basic area covered by the primary or strong signal of a station.

PULSE—A radio audience survey firm that uses the in-home interview technique or recall method.

R

R.O.S.—See run of station.

RATING—An indication of the total number of listeners to a station based on survey data. The figure is a percentage of the total homes in the area covered by the survey that are listening to a given station.

REBATE—Amount earned by an advertiser when he uses more announcements than the amount for which he contracted, so that he earns a better rate.

RECALL SURVEY—An audience survey that asks the respondents to recall what they listened to at a particular time.

REGIONAL COVERAGE—The area covered by some stations which goes beyond its own local listening area.

REGIONAL RATE—Rate charged by some stations for advertisers whose headquarters are outside of the station's local area but which are in some logically restricted geographical area, such as the same state.

REGIONAL REPRESENTATIVE—A representative who sells time for a station outside of a station's own market, but within a relatively restricted geographical area, in contrast to a national representative whose territory embraces the whole country. (An example of a regional representative is Ohio Stations Representatives.)

REMOTE BROADCAST—A broadcast which is done from some place outside the regular studio.

RENEWAL—The extension of an existing contract on or before its expiration date.

REP—See national or regional representative.

RETAIL RATE—A rate that applies only to those firms doing business on the retail level. This rate is sometimes used by stations that have a general rate for those firms whose products are available for general distribution in many outlets.

RIGHTS—Amount charged to a station for the right to broadcast special events. It usually refers to charges for sporting events. If the program is commercial, the sponsor usually assumes this extra expense.

RUN OF STATION—Announcements purchased on a run-of-station basis give a station the right to place the announcements wherever they please in a given broadcast day.

S

SATURATION—Use of a heavy schedule of announcements to get the advertiser's message across to as many listeners as possible as often as possible.

SCHEDULE—The actual advertising run by an advertiser during a specific campaign.

SECONDARY COVERAGE—Additional outlying area covered by a station beyond its primary coverage.

SEPARATION—See commercial protection.

SETS IN USE—This refers to figures determined through

audience surveys which estimate the percentage of homes that are using their radios at a given time. This figure is synonymous with homes using radio.

SHARE OF AUDIENCE—This term used in audience surveys refers to the percentage of the total audience at any particular time that is listening to a given station. That is a *relative* figure which shows a station's importance in comparison with other stations in the area, in contrast to a rating which is an *absolute* figure showing the total audience listening to a given station.

SHORT RATE—A charge made back to an advertiser who does not use a sufficient amount of advertising to earn the rate at which his advertising was purchased.

SIGN-OFF—The time that a station goes off the air. This can be compulsory, as in the case of a daytime station, or it can be the time when a full-time station goes off the air based on its own decision.

SIGN-ON—Time that a station signs on the air.

SINGLE RATE CARD—Refers to those stations who use one rate for all types of business—local, retail, regional, national, etc.

SIXTIES (60'S)—Sixty-second announcements.

SPONSOR—A radio advertiser. Normally refers to an advertiser who pays for a specific program although it is often used to refer to any radio advertiser.

SPOT OR SPOT ANNOUNCEMENT—An advertisement on the air that is usually 10, 20, 30 or 60 seconds long.

SPOT RADIO—Generally refers to non-network use of radio advertising by a national or regional advertiser. It permits an advertiser to make a market by market, station by station purchase. In Canada, it is called selective radio.

STATION BREAK—Those times during a program when a radio station identifies itself by giving its call letters and the name of the city from which it broadcasts.

STRIP—A program which is purchased on a regular basis throughout most of the week, like Monday through Friday or Monday through Saturday at the same time each day.

SURVEY—See audience survey.

SUSTAINING PROGRAM—A program which does not carry paid advertising.

T

T.F.—See til forbid.

T.F.N.—Til further notice. Used by some stations instead of til forbid (T.F.). The term refers to an advertiser who has given no termination date and, therefore, the advertising will stay on at the same time or times "til further notice."

TAG—Announcement added at the end of a regular commercial. See live tag.

TALENT—A sometimes loosely used expression referring to the performer on the air.

TALENT FEE—Some programs require an additional charge beyond the regular rate card to reimburse the talent who does the program.

TENS (10'S)—Ten-second announcements.

THIRTIES (30'S)—Thirty-second announcements.

TIL FORBID—An advertising schedule which does not have a fixed expiration date. It is allowed to run til forbid by the advertiser.

TIME CLASSIFICATION—Some stations charge different rates for different times of the day or night and they differentiate between these times by classifying them. Such designations are often class AA, class A, class B, etc.; some stations do it by extra charges for drive times, etc.

TIME SEGMENT— Specific time period such as 9:30 to 9:45 a.m.

TRAFFIC DEPARTMENT (AGENCY)—The department in an agency that handles the mechanics of getting commercials to the stations with all necessary instructions.

TRAFFIC DEPARTMENT (STATION)—The department that handles the scheduling of commercials in a radio station.

TRANSCRIBED PROGRAM—A program which is not being broadcast directly on the air. Mechanical reproduction (tape or a record) is used when the program is prepared so that it can be broadcast at a later date.

TRANSCRIPTION—See electrical transcription.

TRANSMITTER—That part of the station's equipment that actually sends the signal out on the air.

TUNE-IN—Another phrase used in conjunction with audience surveys similar to sets in use or homes using radio.

TWENTIES (20'S)—Twenty-second announcements.

W

WATTS—Refers to the amount of power that a station is permitted to use in transmitting its signal. • • •

Len Auerbach, head of Ohio Stations Representatives, Cleveland, undertook the compilation of this glossary of radio terms because he found that "to many people, the trade phrases that are often taken for granted are completely foreign to them."

The representative firm is five years old, handling large and small Ohio stations as the representative in Ohio only. Sometimes the organization covers a complete geographical area, like Central Ohio. Recently, OSR has been expanding its station list by including stations in states surrounding Ohio for Buckeye representation only.

Trends in Programming

Robert Hyland, *general manager of KMOX St. Louis, details* At Your Service *programming, seven hours of talk and information fare.*

I've been asked to describe our afternoon talk format *At Your Service*—a program approach we believe is the spearhead of the current trend to talk programming in the radio industry.

At Your Service was a drastic program change, made just a year ago this week. That is, it was drastic

Gordon McLendon, *owner of KLIF Dallas, explains why he emphasizes news remotes throughout daily schedule. He believes that news is both promotion and programming.*

In 1953, KLIF in Dallas was one of the first radio stations to discover the rating dominance which could be achieved by a new type of music and news formula. That formula was music and news *plus* razzle-dazzle promotion.

KLIF was the first radio station in America to stage a $50,000 Treasure Hunt in which the $50,000 was found. KLIF originated a copyrighted "Rear Window" game through which we were able to put stickers on the rear windows of over 50,000 Dallas automobiles. KLIF brought the flagpole sitter back to

Frank Gaither, *general manager of WSB Atlanta, underscores the need in today's radio for a station to have an easily recognized sound that is distinctive.*

Our programming activity covers a wide field. We take the FCC requirements literally and offer programs in all categories.

But we do it in a modern, streamlined manner, and with a unified approach that ties everything together into a single package every day.

We feel this is a vital new trend in broadcasting — the concept of a closely-coordinated, easy-to-recognize radio. A personal companion-type of radio that is versatile, dependable and operates like clockwork in providing information, entertainment and services.

Our "distinctive" sound comes from: (1) A unified music policy con-

News, talk and achieving identifiable sound are highlights of programming changes as revealed by these executives at RTES Roundtable session in New York

on the surface with its complete elimination of all recorded music for seven full hours daily. But such a change was less sweeping on KMOX than it might have been on many other stations.

For the past six years, "The Voice Of St. Louis" has broadcast what we regard as the widest range of programming. Even with the coming of television, we did not abandon our creative approach to radio. We continued to schedule full-scale documentaries on local problems. We proposed and won approval for the plan now used nationally to employ Conelrad warning signals in weather emergencies.

We were the first station to broadcast during a heart operation; the first in the Midwest to broadcast stereophonically; the first commercial station in the nation to carry a college credit course; the first in St. Louis to editorialize. To amplify a bit on this last point, we have broadcast forty editorials . . . fully-re-

prominence, then staged a world-record breaking marathon airplane flight in which our pilots stayed aloft 50 days and nights.

The station staged the provocative "Star of Anakie" contest, in which we gave away to a lucky housewife the world's second largest star sapphire—137 carats—to wear for one week at Christmas time. The insurance alone on the sapphire cost us $3000 for the week.

But with all our good fortune, it always seemed to us that our leadership might rest on shifting sand. The formula was hardly a secret in a few months. What was to prevent imitation? What would happen when the public was surfeited with stunts and ballyhoo and giveaways and the frill of promotion? What happened when all the music and news stations sounded the same—pop music with disc jockeys and scores of gimmicky promotions?

We thought that we had the answer—and we did. While we made the most of giveaways and other flashy promotions, KLIF earlier decided that there was another type of promotion that would endure, was largely not copyable, and represented a concept that most competitors would not figure out. The concept was that promotion by means of giveaways or stunts was merely one way of bringing excitement and vivacity to a radio station—and that news, properly done, could lend the same sort of sparkle. Colorful coverage of a continuing news story could produce more stimulation among listeners than the biggest contest or stunts.

Thus, KLIF built its real promotional foundation upon news—on-the-spot mobile news, with a fleet of mobile reporters, more than 12,000

trolling the quality and variety of all songs played. (2) A closely-coordinated news operation on a minute-by-minute basis, and a plan of procedure that allows integration of news reports into any program at any time. (3) A programming concept that requires every program to be developed as a public-service vehicle. Every show must *be more than mere entertainment. (4) And finally, each program should involve a degree of audience participation.*

We feel that this matter of audience participation is most important because our station's relationship with our listeners is uniquely intimate. And they *do* think of WSB as a real-live person. The "station" gets far more daily fan mail than any personality on our staff.

As you might imagine, a proud and possessive audience like this is quick to praise and just as quick to criticize. And they are eager to give us helpful advice, opinions, criticisms and suggestions.

We call on this audience in many ways to help maintain what we consider a partnership-in-programming: (a) We have a Family Fair party line where they can voice their opinions each day. (b) We have daily mailbag features where their letters are read on the air. And we offer modest prizes for riddles, jokes and memories, embarrassing moments, poems and other such material which our ingenious listeners supply in copious amounts. (c) We have programs such as Public Opinion on Parade, Pop Call *and* Nightbeat *that travel all over greater Atlanta—into homes, business houses, social and special events — carrying our* live *microphones to the people.*

(d) We have Witness, Audio *and* Music Man *that bring the audience to our studios. (e) We have a daily two-hour question-and-answer program called* Contact *that gives any listener a quick reference service available with just a phone call. (f) We have three hours of daily musical*

"We've learned that meaningful programming can attract ratings."

searched pieces a minimum of five minutes in length. In the opinion of local civic leaders, several have helped to change the course of political events in our area.

We continued to carry a variety of service programming . . . from a complete farm information series to a morning prime-time feature saluting various health and welfare agencies. Our microphone was the most mobile in the Midwest . . . Moving from court room, to school room, to police station, wherever news was being made or special events of local significance were taking place. We also carried a variety of music from popular to symphonic and opera, and play-by-play sports including baseball, professional basketball and football, and high school and college baseketball and football. Our audience expected exciting, different, more rewarding programming from our station, and we gave it to them. *At Your Service* was programmed in an ideal setting of full-range radio.

At Your Service in itself has captured the imagination and won the acceptance of our audience in a manner un-matched in my eighteen years of experience in the radio business.

Despite the fact that much of our program falls in so-called housewife

"Colorful coverage of a continuing news story could produce more than the biggest contest."

remote news broadcasts every year, nearly two an *hour*. We told Dallas, and correctly, that if you lived in Dallas, you dared not turn off KLIF if you wanted to know what was going on. We advertised ourselves as tomorrow's newspaper now, and we were and are. Our managing editor's job is in jeopardy if there is any story in the newspapers which hasn't been on KLIF hours or a full day before.

Our radio station, for one, has begun to do battle with newspapers. We have the advantage of radio's electronic news plant—far more economic than the bulky, unwieldy, uneconomic newspaper plant. Our radio stations need no linotypers, no proof readers, no headline writers, no endless supply of newsprint, no delivery boys nor circulation staff. We have in addition the warmth and emphasis of the human voice. In our towns, radio is assuming its rightful place as a competitive news medium and one day we will be dominant.

We localize most of our news stories. We have a list of 500 top citizens in our cities. We subdivide that list into top oil leaders, top banking and industrial leaders, top society women, educators, etc. When a wire story arrives about a development in the cotton market, we immediately call a top local cotton

"We are a vital, active participant in the life of our community."

programs, where listeners actually fill the role of program director and supply lists of songs to be played. (And I might just add here that in many songs—listeners exhibit not only good taste but excellent showmanship.)

And speaking of being smart, we are constantly amazed at the wit and wisdom displayed by thousands of people who take part in our numerous games and contests. The public has an uncanny ability to come up with winning answers and clever suggestions—regardless of the subject matter. We don't offer expensive prizes or golden inducements. As a matter of fact, most of our games offer a top prize of seven dollars and a half. We're 750 on the dial—so a prize of 7-50 cash is a "natural."

And if you wonder what people will do for 7-50 cash, I might tell you that more than 1,500 listeners responded when we asked who could write the call-letters, *"WSB,"* the *most* times on the back of a simple postcard. And guess how many times the winner was able to accomplish this task? A young man in LaGrange, Ga., spent three days and three nights working on this project and ended up putting our call letters on the back of an ordinary postcard 56

time, our producers inform me that nearly half of those who call to our early-afternoon telephone feature are men in their cars. In fact, these gentlemen ask our producers to "hold the answers" until they can rush back to their cars from a pay phone booth. This is concrete evidence of a new broader, audience base for our programming.

Let's analyze the program. The first hour from noon to 1 p.m. is called Your World Today. *It features our news editor as coordinator, who calls in correspondents from all parts of our listening area and receives special reports from our KMOX Washington correspondents. The topics range from a local gas price war to an interview with the St. Louis policeman who was part of the special security precautions at the inauguration. Listeners have a chance to express their opinions in a "mail bag" on topics of the day. The CBS network features are integrated into this hour . . . as they are throughout the entire seven hours.*

The next hour from 1 to 2 p.m. is one of the most popular of the afternoon, the guest of the day is either a physician (we ask doctors in all specialties) or a qualified marriage counselor. The guest is interviewed by a staff member to set forth the topic . . . then the phone lines are opened to listener questions. We get hundreds of phone questions daily. They jam our switchboard and spill over into the exchange. We assure you our listeners ask frank questions . . . and they receive frank answers. This segment is as adult and provocative as a hard-hitting magazine article. The topics have ranged from such delicate medical problems as uterine cancer to such delicate marital problems as the "eternal triangle."

The first segment of our next hour

(Cont'd on p. 52)

leader, from our list, record his comments and localize the national story around him. We get hundreds of these local names on the air each day.

Thus, this KLIF "newspaper of the air" has proved that there is a new type of promotion in radio—and that is *news,* vivid, exciting news.

And there is a collateral advantage of a fine news department which has benefited us—and our sponsors—materially. That advantage is in the prestige and *believability* which competent news coverage lends to a radio station.

In 1961, we plan to have 11 men on our news staff—our managing editor, and three other desk men, a crime and violence editor, a sports editor, a business and political news editor, a society editor, an editorial writer, an entertainment editor and a local and civic events editor. When this is done, we will offer even more effective competition to the daily newspapers of our cities.

In our cities, whenever there's a fire, a murder, an important City Council vote, the announcement of a new building development, whenever the jury is coming in—KLIF's mobile news units are on the spot to report that news directly, and we break into all programs—as we've said, on an average of almost twice an hour. This is fast, exciting radio. We editorialize constantly — and hard. Not against sin and dope and motherhood—but editorials of decisive position on controversial issues. Our most recent editorial calls American labor unions to task for beginning to price us out of the foreign market and points up the inherent dangers to our economy in a loss of our international market place. Our radio editorials are far more effective than newspaper editorials, for we reach John Q. Public—the guy that just never reads the editorial page.

Thus, our radio stations reveal

(Cont'd on p. 53)

hundred times. We checked it with a microscope and proved it to be true.

Earlier I mentioned our round-the-clock, mobile news service. Perhaps I'm immodest but I consider it the best in the South and one of the best in the nation. Our station programs seven 15-minute newscasts a day, 40 five-minute newscasts a day, a daily news-in-depth program, numerous daily special reports and interviews and on-the-spot news coverage at any moment. Our reporters are constantly on the go, and our microphones are on hand wherever local news is being made. We are a vital, active participant in the life of our community.

Thanks to our flexible programming policy, we can—on a moment's notice—integrate a news-or-traffic report into any program we are broadcasting. Sometimes they come thick and fast, from our helicopter, our radio cars, by telephone—especially when our reporters are scattered at critical points around Atlanta and across the State of Georgia.

But we fit the unexpected reports into place neatly and briefly—as simply as if they were all planned in advance.

I also mentioned earlier our unified music policy. Every musical recording that arrives at our station clears through the office of our programming manager. He and a small committee of assistants must approve a new record before it goes into our library and similar care is taken in selecting these "approved" records for us on individual programs.

Our music varies from brand-new 45s to albums of Broadway show tunes, semi-classical and classical melodies. We are concerned not with the classification of a song, but merely how it *sounds.* If it is melodic, tuneful, produced and per-

(Cont'd on p. 54)

question and answer

THE QUESTION: ***What is the relationship between the advertising agency and the expanding independent program and commercial producer?***

Mr. Ratcliff is director of radio and television production at N. W. Ayer & Son Inc., New York. *"Certainly," he says, "we take advantage of the creative assets of the facilities supplier, but the responsibility for such creativity is not delegated or relinquished to that supplier."*

WILLIAM RATCLIFF ANSWERS:

The development of good advertising salesmanship is at best a most complex undertaking with the multiplicity of inter-related client problems of distribution, marketing, merchandising, public relations, corporate image, competitive products—all to be considered, evaluated and related to both the program structure and the commercial concept and its execution.

In examining this question therefore, we must separate the program production and the commercial production, for N. W. Ayer's philosophy of these two relationships is different one from the other.

Our program department has two alternatives in establishing broadcast programming for our clients.

In some instances, to answer these multiple advertising problems, our program department creates a program from the initial idea to the polished format and carefully selects an independent outside organization to physically produce the program series. Here, our program supervisor guides, counsels and directly assists the producing organization in all program details, never relinquishing creative responsibility to that producing organization.

In other instances, we buy a program which answers clients' needs and which has been created by an independent producer who retains program control subject only to our guidance in the area of protecting the clients' interests.

Our commercial production department, however, consistently maintains all creative responsibility for broadcast commercial production. In this area we select a production facility on the basis of physical qualifications for the particular assignment and our creative people (copy, art, production) are held responsible for both the technical excellence and the creativity of the commercial.

Certainly, we take advantage of the creative assets of the facilities supplier, but the responsibility for such creativity is not delegated or relinquished to that supplier.

This then is the philosophy of N. W. Ayer's working relationship with production suppliers and one which has worked well for us and for our clients. • • •

they like
talk
in Detroit
(and fine music, too)

We were sure of it all along—and now Nielsen confirms it! WWJ's four-hour week night block of good talk and fine music attracts more listeners than any other programming in the time period.*

HOUR OF INFORMATION

6:00 ..... WWJ News—Dick Westerkamp
6:15 ..... Sports—Budd Lynch
6:25 ..... Our Changing World—Earl Nightingale
6:30 ..... Business News—Britton Temby
6:40 ..... Weather—Sonny Eliot
6:45 ..... Three Star Extra—Ray Henle

PHONE—OPINION

7:05 ..... Following NBC News on the Hour, Bob Maxwell presides over WWJ's open forum of the air, literally the talk of the town.

FAYE ELIZABETH

8:30 ..... Detroit's First Lady of Fine Music provides the finishing touch with a feast of melodic masterpieces.

Here's the programming, the audience, the station that spell exceptional sales opportunities. Call your PGW Colonel or your WWJ-Radio local sales representative for availabilities.

**Source: Nielsen Station Index, Detroit, November-December 1960*

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

focus on radio

A Quick Glance At People, Places And Events Around Radio-Land

CELEBRATING 25 years of "togetherness" are Frank M. Headley and Dwight Reed, co-founders of H-R Representatives Inc. On a 23-day Caribbean cruise are (l. to r.) Bud Finch, of WELI New Haven, Mr. Reed, Capt. Hugh L. Switzer, Mr. Headley and Dick Davis, WELI president. The station is celebrating 25 years with H-R.

HOMETOWN HERO, Jack Dempsey returns to his birthplace, Salt Lake City for "Jack Dempsey Day." As part of the celebration, Will Lucas of KALL interviews former heavyweight champion.

THE BUFFALO BILLS are joined by Al Ross of WRC Washington, D. C., during intermission of a barbershop concert in the Capital City. The song festival was part of the Barbershop Society's all out effort to "Keep America Singing."

HEARTS AND FLOWERS at KFRC San Francisco. Promotion manager Bill Sweeney (r.) explains to a passerby that the oversize valentine on the sidewalk was the winning entry in station's Valentine Contest. Those are real stuffed birds on a gilt tree.

WINNER of four tickets to the movie "Where the Boys Are" is Patty Jackson. Contest was a promotion on Dan Sorkin's (pictured) morning show over WCFL Chicago.

FOOD AND CLOTHING for the needy in Welch, W. Va. is being provided by the listeners of WAVA Arlington, Va. The station ran a four-day apeal for warm clothes and food supplies for the stricken area. Loading van are station personnel.

ACCEPTING the first annual "Mike Award" presented by the New York chapter of Broadcast Pioneers is James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation. He accepts for WLW Cincinnati. Commentator H. V. Kaltenborn makes the presentation while Arthur Simon, chapter president, looks on. Ceremony was at the Latin Quarter.

SHORT WAVE is the method now employed by WXLW Indianapolis for getting remote interviews and covering news conferences. Shown trying out the equipment on Hoosier Governor Matthew Welsh is Bob Rutherford, WXLW News.

FARM DIRECTOR Hugh Ferguson (c.) of WCAU Philadelphia explains his farm programming to the visiting inspection team of agricultural information specialists from Japan. To Mr. Ferguson's left are Thomas J. Swafford, general manager of WCAU and agriculture expert on broadcasting Wallace Kadderly.

Audience Building Ventures

How two stations using different approaches score listener reaction

AS A PART of his "Operation Round-Up," Big Wilson, KYW Cleveland personality invites a group of local Boy Scouts to examine the station's facilities. The membership drive netted an additional 200 new Scouts into the Cleveland chapters over previous year's drive.

Whether it's the Boy Scouts or Big Bands, radio stations across the country continue to devote their energies to the never-ending task of having the audience participate in the listening experienec.

- In 1959, new enrollment in the Greater Cleveland Chapter of the Boy Scouts of America was 4,039. 1960's drive netted 6,198 Tenderfoots. A major share of the credit for this 2,000-plus increase goes to KYW and its morning personality Big Wilson. A three-week drive for the BSA was run on Mr. Wilson's show as a public service effort.
- In Philadelphia, WRCV attempted to take the pulse of listener reaction to a year-old programming concept by asking for write-in comments that offered no prize incentives. Listeners responded with 11,624 pieces of mail, the station reports.

GETTING THE LOWDOWN on the "Big Band Sound is this group of Philadelphia teenagers. They contacted WRCV's Pat Landon and asked for a chance to learn about the new concept. So he called them in for a "session."

The KYW promotion was entitled "Operation Round-Up."

John M. Clarehout, assistant Scout executive for the Greater Cleveland Council, wanted to find a way to increase enrollment in the annual drive for new Boy Scouts.

Mr. Claerhout hit upon the idea of tying the whole drive to Big Wilson and his morning show. This was a new concept in creating public interest in the drive and the national BSA was watching closely for results.

The three-week schedule involved 48 weekly announcements either 30-seconds or one minute in length. "Air time," says the station, "worth $6,500 was donated by KYW to the project.

"Each spot was tailor-made for the specific time period, with some aimed at the boys and others at parents. Each contained a direct appeal to 'send a card or letter to me, Big Wilson, and I'll see that you get a personal invitation to join the Scout troop nearest you."

The heavy mail response was turned over to the Scout office, which in turn sent the names and addresses to neighborhood leaders. Personal calls were then made by the leaders to each youngster and his family.

The direct and indirect results of this campaign proved beneficial both to the BSA and KYW. The national BSA advised other units throughout the country of the workings of "Operation Round-Up" for possible use elsewhere.

In Philadelphia, WRCV was celebrating its "Big Band First Anniversary."

(Cont'd on p. 48)

Tighten Up Your Programming Format with the

GATES SPOT TAPE RECORDER

A tight, on-the-nose format means more ***sales appeal*** for your station.

With the Gates Spot Tape Recorder, control room operations are greatly simplified and perfect program continuity is maintained. ***You stop wasted motion!*** Operation is simple and exact . . . you simply move the index lever to the spot your log calls for, push the play button and let Spot Tape do the rest.

On ***one*** tape 13″ wide are 101 announcements, jingles, themes, station breaks or any other program content up to 90 seconds duration each. ***This is versatility!***

Through planned rehearsals using multiple voices, background effects and themes, each announcement is aired with ***professional perfection.*** When complete, the tape automatically reverses and then cues up for ***split-second*** airing of the next spot. Erase any track not needed and record a new one as schedules change. The adjacent track is not affected.

Spot Tape Recorders are now available for immediate delivery.
Place your order today.

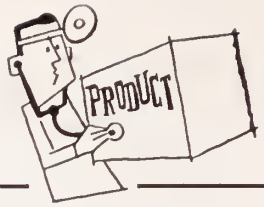
GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CO., 13 EAST 40th STREET, NEW YORK CITY

commercial clinic



Informal, Live Commercials Picked to Establish Confidence in New Coffee

When the Manger Hotel chain decided late in 1960 to put its hotel coffee on the consumer market in competition with established brands, it picked one of the toughest markets in the country to crack. Marketeers, distributors and others advised, "Start anywhere but New York City."

But by January 9, Manger had formed its own distributing company, Park Avenue Foods Inc. Since that date, Manger Hotels Coffee has found its way to New York's supermarket shelves in more than 10 chain operations.

Taking a plunge into the country's most complex market is not an easy thing, Park Avenue's agency, The Wexton Co., New York, admits. The challenge to the company and the agency is no small one, but the rewards are high if the gamble pays.

Radio and television are the media picked to put Manger Hotels Coffee in New York kitchens. The copy line is a direct follow through on the campaign of the National Federation of Colombian Coffee Growers which emphasizes coffee's quality.

MEETING BEFORE campaign are (l to r) Allen Gray, WCBS New York, Dr. William Manger, Julius Manger, Jack Sterling, WCBS.

"We don't think any other coffee blend has followed the lead of the coffee growers in emphasizing Colombian content," remarks William Muser, president of Park Avenue Foods. The high Colombian coffee content of the Manger Hotels brand is, therefore, the pivot around which commercial copy revolves. Exact ratio of Colombian coffee to others in the blend is a "secret," but Manger is advertised as having "the highest Colombian content of any coffee blend."

"New Yorkers have been 'beaned' to death by the commercials of other coffee advertisers," comments Adrian Price, account supervisor at Wexton. "We simply explain the fact that our blend is better, richer for its Colombian content. And as far as price is concerned, we try to put across the idea that you 'get only what you pay for.' "

The agency has started its radio advertising with the premise that an informal, "ad-libed" commercial is the best. Its spots on WCBS New York are done by Jack Sterling on his morning show and Allen Gray on the *Allen Gray Show* from 12:20 to 1 p.m. Both ad-lib their own spots from a fact sheet prepared by Wexton.

The fact sheet is the most flexible from the advertiser's point of view and gives an opportunity to frequently vary copy. For instance, Mr. Muser recalls he got the idea to insert some background on the development of the coffee by Manger Hotels for exclusive use in its hotels. So the facts were assembled for a new fact sheet and the following week the copy dwelled on the coffee's history.

The announcers told that a special blend was developed by the Manger Hotels before they first opened back in 1908. Later, the coffee came to be so cherished by diners that the hotel started packaging freshly ground coffee in bags which were sold in the hotel. And now, of course, 53 years later, Manger Hotels is so convinced of the quality and popularity of their blend that it is being actively marketed in tins for the first time.

In picking the radio personalities for the spots, Mr. Price remembers that he and his client met them personally before the contract was signed. "We genuinely liked the people, and felt that they could deliver sincere, convincing commercials for the product."

The strong personality identification that radio announcers enjoy is one of the reasons Wexton chose radio for its daytime advertising. "Listener loyalty gives us strong 'playback' from our radio advertising," comments Martin Brucker, account executive for Park Avenue Foods.

The distribution pattern for the coffee further supported the choice of radio. "Radio is an answer to the problem of how to follow our distribution," Mr. Price explains. "It blankets and pin-points listeners in Manhattan, Brooklyn, Queens and Long Island. With radio we can definitely reach the housewife, who is, after all, our most important customer."

The future depends on progress in establishing the brand in New York. Mr. Muser hopes for a gradual, steady rise in demand for Manger Hotels Coffee there before going to other markets. As the product grows in acceptance, merchandising and advertising will expand. • • •

Station log

► **News:**

KRAK Sacramento, Calif., has introduced a new programming scheme entitled *Continuous News Service.* Rather than scheduling its news programs at regular intervals during drive times, the station will offer short news items between 7 and 9 a.m. and 4 and 6 p.m. The news breaks will be inserted into the programming of music, time signals, weather and traffic checks.

In addition to the coverage WCSH gives to the activities of the Portland, Me., city council every two months, the station has added a new program, *City Report.* The station states that *"City Report,"* broadcast directly from city hall by Howard Nielsen each weekday at 12:30 p.m., covers subjects of interest going on at the city hall, activities of the municipal court, police and fire departments, and currently the subject of urban renewal. The station reports everything possible has been done by city officials, especially the city manager, to make this a smoothly functioning broadcast. Space and equipment have been provided to the station and council members and city officials have given freely of their time and information.

As the annual Mardi Gras got under way for its week of fun and merriment, WSMB New Orleans discovered that crowd attendance was slipping. To help alleviate the problem, the station went on the air with an editorial decrying the violent attitude expressed by some of the local citizenry during the recent school desegregation activity. WSMB expressed the hope that agreement could be reached on both sides, so that everyone could participate in the fun and joy of the holiday.

► **Programming:**

With spring comes baseball and with baseball comes new and renewed schedules. WBAL Baltimore reports that it will continue to broadcast all the regularly scheduled games of the Baltimore Orioles. In addition, the station will air 12 pre-season exhibition games from Miami, Daytona Beach and Richmond, Va.

The world champion Pittsburgh Pirates will be covered by KDKA again this season. The station reports that coverage will be extended to a lineup of stations in Pennsylvania, Ohio, West Virginia and Maryland. Sponsors for the games include the Atlantic Refining Co., the Iron City Brewery and the Ford Dealers of Western Pennsylvania.

Utilizing the format of its *Phone-Opinion* show, WWJ Detroit has inaugurated a similar program for teen-agers. *Teen-Opinion* is an hour-long Saturday afternoon phone-in program hosted by 15-year-old high schooler, Nat Keller.

► **Public Service:**

In a special effort to promote the National Heart Fund, KPHO Phoenix has created a Heart Fund contest. The station states, "Listeners are asked to complete the sentence, 'I will contribute to the Heart Fund because . . .' Writer of the winning letter will receive a dinner for two at one of the Valley's leading restaurants, plus tickets to a movie and a corsage." The contest is conducted over the *Bob Furry Show* since Mr. Furry is a member of the National Disc Jockey's Committee for Heart Fund.

Another fund raising activity was sponsored by WCHB Detroit. An all day broadcast emanating from a downtown Detroit department store was named the *Dollars For Democracy* radiothon. The money was raised to aid the Negro sharecroppers evicted from their homes in Fayette and Haywood counties in Tennessee. • • •

CHECKING the ticker tape are O. Wayne Rollins (r.), the president of Rollins Broadcasting Inc., and Edward T. McCormick, president of American Stock Exchange where Rollins is now listed.

TESTING recently installed equipment to facilitate school closing reports and other essential data sent to WHIL Hempstead, N.Y., are John T. Clayton of WHLI and Earl Nelson of the New York Telephone Co. Device permits calls when station is unattended.

Station Helps Hometown To Win Nationwide Award

Lawrence, Mass., was recently named winner of the "National Downtown Week" competition held last fall. In an effort to aid the Chamber of Commerce in running the operation, WCCM programmed 10 one-minute spots, a 10-minute interview from a downtown site, additional remotes of promotional activities, plus five-and-a-half hours of record spinning from the headquarters located in a vacant store in the downtown area. The station then supplied the local Retail Trade Board with copies of its log listing all broadcasts pertaining to "National Downtown Week."

"WCCM was an integral part of our 'National Downtown Week' promotion last October," said the director of the Chamber of Commerce. "The daily impact made on the thousands of residents in our trading area by radio resulted in larger crowds coming to downtown Lawrence daily to participate in and enjoy the events."

Mozart Birthday Promotion Creates Heavy Response

What started out to be a "fun" promotion with low value prizes resulted in an unusually heavy mail response. In just three weeks the WDOK Cleveland, "Happy Birthday Mozart" contest netted over 11,000 mail pieces.

The contest was neither heavily promoted (six spots a day), nor were the prizes outstanding (WDOK program guides, theatre tickets and record albums), but when 750 responses were turned in after only six announcements had been aired the station knew it had a real promotion in the making. Questions that prompted listeners to write in included, "When was Mozart born? Whom did he marry?" and others.

Time Sell-Out Made on Civic Public Service Promotion

An all-day public service broadcast honoring the opening of a new airport in Asheville, N. C., resulted in a complete sell-out of available time for the 10-and-a-half hour show, reports WISE* Asheville. Featuring taped interviews with local dignitaries, plus on-the-scene reports of the various ceremonies, the program attracted 41 advertisers. Rather than sell spot announcements, the station sold three-fourths of the time in one-hour segments and the remaining in 15-minute blocks. The station feels that "the trend will be to more program sponsorship as opposed to announcement-only campaigns and that radio volume will, in this way, be increased proportionately to match its value as an advertising medium."

Dealers' Parade Honored By Mayor, Promoted by Station

Saturday, February 4, was "Wheels Away on WJBK" day in Detroit as 150 new Mercurys, Comets and Lincoln Continentals passed in review for Detroit citizens. The day was officially proclaimed "Wheels Away Day" by Mayor Louis C. Miriani. In his official proclamation urging citizens to join him in commending the cavalcade, the mayor said, "The Lincoln-Mercury Dealers Association of Greater Detroit have purchased every available spot announcement and program on WJBK* from Monday, January 23, through Sunday, February 5, 1961, for a radio blitzkrieg designed to sell Dynamic Detroit—the city that put the world on wheels . . ."

The station reports that its "Traffic Copter" hovered above the parade giving on-the-scene reports of the activities below.

Beardless Beard Contest Sparks Sing-Along Day

The Sing-Along fever now sweeping the country has caught on in Akron, O., where WCUE, in promoting its second "Sing-Along-Athon," ran a beard contest. This, however, was not a beard-growing contest. All the entrants had to do was give novel reasons why other people should grow a beard. Many suggested that President Kennedy might do well to don the facial ornament in order to enhance his already distinguished appearance. According to the station, "The cause for chin-whisker expansion is being given a real boost in northern Ohio by this contest which has been presided over by the 'Mr. Beard' of music, Mitch Miller. Top prize is a year's subscription to all Columbia pop albums and a hi-fi set."

Station Prepares for Third Annual Gospel Singing Fete

WWRL New York has begun auditions for its third annual "Aunt Jemima Self-Rising Flour Gospel Singing Contest." The station reports, "The contestants are heard Monday through Friday on 'Doc' Wheeler's *Gospel Caravan,* and Fred Barr's *Gospel Time.* Listeners are invited to vote for their favorites, but each vote must be accompanied by the guarantee label from an Aunt Jemima Self-Rising Flour package." Contestants are divided into three categories: Soloists, groups and choirs. According to the station, the top five audition winners in each category will assemble April 27 for the final competition. Admission for that program is two guarantee labels. The station added that over 3,000 were in attendance last year.

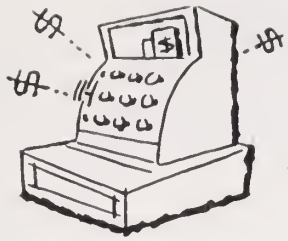
Supermarket Chain Contracts Mobile Unit for One Year

As a result of a 13-week trial contract, the Great Atlantic and Pacific supermarkets within the coverage area of WFBL Syracuse, N.Y., have contracted the station's privately owned mobile trailer unit for a period of 52 weeks. A plan has been made whereby the trailer will be parked in front of a different A&P during alternate weeks. According to the station, the trailer is a self-sustaining unit with complete broadcast equipment in the front half and considerable room in the rear for a special merchandising area. The sponsor may use this additional space for such merchandising as couponing, sampling and displaying. • • •

*Denotes stations who are members of the BPA (Broadcasters' Promotion Association)

HOMETOWN, U. S. A.

radio registers



REAL ESTATE

It took only ten weekend spot announcements over CKGM Montreal for Mr. E. A. Wright of Realmont Realties to accomplish the sale of six houses that ranged in price from $9,000 to $15,000. The station reports that the houses were advertised over CKGM and nowhere else, and as a result of the sales, the Realmont Realties have signed a long-term contract with the station.

RESTAURANT

When he first opened the Exposition Fish Grotto on San Francisco's Fisherman's Wharf, owner Sil Oliva installed 175 seats. Today he has 350. Much of the credit goes to radio, says Mr. Oliva, who recently signed his yearly contract with KYA San Francisco. And little wonder, for the Grotto has been advertising on radio for 34 years. "KYA helped me build what I have today," he said, "and so long as there's a Grotto, it'll be advertised on KYA."

STATIONERY

The Zac Smith Stationery store of Birmingham, Ala., began sponsorship of a newscast over WATV in 1959. The program runs Monday through Saturday at 8:05 a.m. The president of the firm reports that the commercials "discuss office problems with business men." He attributes many actual sales to this long term association with radio.

SUPERMARKET

Using WRAP Norfolk, Va., the Giant Open Air Super-Markets increased their Negro trade by around a "quarter of a million dollars" in just nine weeks. To do this, the chain used 48 spots a week and one of the station's top personalities, Jack Holmes. The campaign featured an in-store appearance once a week.

THE TRUTH WILL OUT!

According to two September 1960 Audience Surveys in the Kalamazoo Area

WKMI

- In Pulse No. 1 (6 am to 6 pm)
- In Hooper No. 1 (7 am to 6 pm)

Call our BTS Rep. for the Scoop

WKMI

5,000 Watts

Indie—24 Hours a Day

Pulse Metro Area, Sept. 1960; Hooper, Sept. 1960.

In Rochester, N.Y.

People Are Switching

FROM "TIRED" Radio

TO

WVET

1280 KC

- FOR MUSIC THEY LOVE
- NEWS NAMES THEY KNOW
- COMPLETE NEWS COVERAGE

BASIC NBC AFFILIATE

WVET RADIO, Rochester 4, N.Y.

Nat'l Rep.: Robert E. Eastman & Co., Inc.

report from RAB

Radio Builds 20 Percent More Sales Per Dollar Than Newspaper for Department Stores

The results of Radio Advertising Bureau's "department store challenge"—which RAB president Kevin B. Sweeney hailed as "the largest measurement of sales results stemming from advertising in the 75-year history of advertising in the U. S.—are being studied extensively in RAB's annual area sales clinics, being held this month and next in key cities across the U. S.

Radio sales executives attending any of the series of one-day shirt-sleeves sessions are getting an earful of results of the year-long "challenge" experiment financed by RAB and conducted at the Higbee Co., a major Cleveland department store.

They are hearing facts like these:

(1) Radio produced from six percent to 20 percent for sales per dollar than newspaper. This was in the face of the fact that newspapers were at their best in the test. Reason: Department stores buy the most and best positions at the lowest price, and because studies have shown that the nature of their goods gets the highest readership.

(2) There is no reason to equate blindly either circulation and dollar return per dollar of advertising investment. In many hundreds of instances, RAB discovered the quality of the audience was more important than the quantity for both newspapers and radio.

(3) Radio documented its effectiveness in the selling of all types of products—fashion, big ticket, men's clothing, basement.

(4) It is possible to pack a lot of sell into a minute commercial and still have adequate time for image projection.

(5) All too frequently, advertising produces nothing—or next to nothing—for its dollar. Whether your advertising be as dominant as a seven-column ad or a 40-spot schedule, there are still times when your ads will pull less than their average.

(6) Surprisingly, Sunday advertising, special positioning and color sometimes seems to be no more productive than the average weekday, black-and-white newspaper ad. Radio, too, had its surprises. Many non-premium times out-pulled the higher-cost periods for a wide variety of merchandise.

Together with the session covering the "challenge," salesmen are learning how to close a sale. RAB executives giving the clinics are analyzing some of the techniques successfully employed to expedite that most important act—the client's signature on the contract.

The most basic close, according to Patrick E. Rheaume, RAB's director of member service, is the "five desision." The first decision establishes the need for advertising, the second the need for radio advertising, the third step narrows the decision to the salesman's own station. Price and time schedule are the last two steps on the way to the "five decision close."

Other "close" techniques covered include the double question close: "Do you want drive-time or mid-morning hours?" "Will you start right away or the first of the month?"

The other sections of the clinics include a basic radio sales presentation, incorporating many new radio facts, and a collection of money-making ideas used by station salesmen to make difficult sales.

For the first time in the history of the event, the meetings are split on an agency-advertiser basis. Salesmen who make most of their sales through agencies will go to one type of clinic, while those who rely on selling directly to retailers will hear material keyed directly to their needs.

In addition to Mr. Rheaume, the following RAB executives are participating in the clinics: Manager Maurice E. "Doc" Fidler, Division Manager Dale Woods, and Regional Managers Keith Andre, Nick Barry and Arthur Jost. • • •

HOMETOWN (Cont'd from p. 43)

This 24-hour programming policy of all big band music went into effect on January 4, 1960. As a part of its celebration, listeners were asked to write in their reactions to the station's efforts. During an eight-day period, the station aired the requests, offering no prizes and indicating that incentive must come from interest alone.

WRCV felt that though its overall sales were up 20 percent with a national increase of 30 percent and local business up 12 percent, perhaps the new policy was not entirely fulfilling the station's responsibility to the listeners.

In eight days, 11,624 letters and cards were received. Replies were overwhelmingly in the station's favor, it declares.

Steps were then taken to gauge listener profile. "Preliminary tabulations indicated that the mail came from huge purchasing power segments—adult, high income individuals, families and groups. A large number were from teenagers who "discovered" big band music," adds the station.

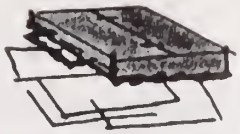
Following are a few examples of the nature and variety of mail received: (In most cases, letters were addressed to the various station personalities)

Norman H. Flores, county commissioner: "Permit me to take this means of expressing my appreciation for your "Big Band Program" which I enjoy whenever I have the chance to listen in. It's a real pleasure to hear the big bands with their fine musicianship, styling and teamwork. I want to thank you for making this program possible."

Post Office Superintendent Morris L. Paul: ". . . you have the heartfelt gratitude of everyone at this office where the radio provides us with music while we work. Please don't change."

Agency manager for the Equitable Life Assurance Society of the United States, William T. Walsh: "Please let me join the many who have expressed their appreciation to you and WRCV on the type of music which you play on your program. My wife and I greatly enjoy it." • • •

report from representatives



Creative Programming Talent Looms More Important for Stations in '60s

In programming, the trends of today may become the established platforms of tomorrow. As the unilateral music policy gives way to diversification, qualitative research will no longer be wished for, but a reality. As creative people begin to receive top managerial positions, radio will demand more creative talent. And, as stations begin to assume the responsibility of editorializing, they will, in turn, take a more definitive role in the community.

These are a few of the thoughts of George Skinner, director of radio programming services for The Katz Agency Inc., New York, as he reflects on radio's place in the sixties.

Mr. Skinner feels that people tend to evaluate radio subjectively, that their own personal preferences naturally invalidate all other types of programming for which they have no affinity. "It's not unusual," he points out, "for a listener who can get good music from two or more stations to complain about a station that plays the currently popular tunes. Oddly enough, it is more unusual for a listener to one of the modern, fast-paced stations to advocate forcing a good music station to play their kind of records. As a rule, they simply don't listen to the good music station."

But even more damaging, notes Mr. Skinner, is the misguided judgment of what is and what is not good public service programming. "They complain that abbreviated public service announcements cannot be as good as half-hour interviews with the good ladies of the charity bazaar. They can't comprehend that a well-produced one-minute announcement, heard frequently enough, reaches more people effectively than a dull half-hour one-shot.

"In the sixties," he continues, "I believe we can look forward to more diversification, less preoccupation with any one kind of music and the eventual separation of the men from the boys. As stations become more diversified in their programming approach, each will attract a different kind of audience. This will necessitate something more than the quantitative research that is so important today.

"Already, there have been inroads. Specialized stations have been successful in selling the kind of audience they have, even though the numbers in the rating books might not be impressive. More and more agencies are beginning to direct their commercials to a certain caliber audience, rather than determine their buys strictly on mass impressions."

Creative talent will play an important role in helping radio to meet the challenge of the new decade, Mr. Skinner points out. "There has been a loud cry in the broadcasting field for more of this commodity, and many people have expressed ideas about developing it. But while others approach the problem from an academic point of view, radio has already started encouraging people to think beyond the confines of convention. In some cases, creative people already have been taken out of their usual vacuum, and have been promoted to top managerial positions. The premium on new ideas has opened new avenues to creative people who have been stifled in an atmosphere of conformity."

As editorializing finds its way into more programming policies, Mr. Skinner feels that "Its influence will wield considerable power in the formulation of community image. Editorializing has been the traditional activity of newspapers, but in too many cases the newspapers have abdicated this field. Because of its unique flexibility, this leaves radio as the heir apparent. Radio will assume this responsibility in the future and the daily editorial will become a standard commodity on many more progressive stations." • • •

CONSIDER THESE

PROGRAM SERVICES . . .

"TOMMY ARMOUR'S GOLF TIPS"

"MARGARET THOMPSON'S FOOD FEATURES"

"THE INSURANCE QUESTION BOX"

"SWEET SOUNDS AND HARMONIES" —poetry—

"THE OTTO GRAHAM SHOW" —football predictions

Popular new feature! Custom Sponsor I.D.'s

Auditions and rates on request

WICH SYNDICATION

Don Lasser, Pres., Janice Grayson, Mgr.

Radio Station WICH, Norwich, Conn.
P.O. Box 551 TUrner 7-1613

KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

THE TRUTH WILL OUT!

According to two September 1960 Audience Surveys in the Kalamazoo Area

WKMI

- In Pulse No. 1 (6 am to 6 pm)
- In Hooper No. 1 (7 am to 6 pm)

Call our BTS Rep. for the Scoop

WKMI

5,000 Watts

Indie—24 Hours a Day

Pulse Metro Area, Sept. 1960; Hooper, Sept. 1960.

Cuisine Exquise . . . Dans Une Atmosphère Élégante

RESTAURANT VOISIN

575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel.: TEmpleton 8-6490

report from agencies

Account Man Speaks Out On Need for Local Broadcaster Unity

"Too often the local station becomes so engrossed in ringing up a sale for its own cash register that it does this with disparagement to the neighboring stations, and the resultant cost is the weakening of confidence in the medium."

These words, delivered by Robert L. Whitehead, account executive and vice president of Guild, Bascom & Bonfigli Inc., San Francisco, to the San Francisco Radio Broadcasters Assoc., indicate his feeling of a need for greater unity among the local broadcasters.

The public, Mr. Whitehead noted, is not so concerned over what station leads the area as they are in the programming image of that, and the other stations: "I think you hold listeners to your station because you give them what they want—and there are enough different formats available to satisfy everyone."

From the agency viewpoint, he felt there was much that could be done to provide agencies with overall media information. "It is helpful to have certain up-to-date information, both local and national, on the medium as a whole. It is our experience that not enough of this information is supplied us directly by the sales bureau of your industry, and practically nothing from them seeps through to us from their member stations.

"Realizing the sales potential of radio time in the San Francisco area, it might be well worth your association's efforts to investigate the possibility of establishing a Radio Advertising Bureau. This would bring radio closer to other media that already have industry representation here.

"Surely this prospect in itself would help local media buyers sell more radio not only in this important market, but in other areas throughout the country where, due to lack of current radio information, potential sales can be lost."

Turning to the subject of merchandising, Mr. Whitehead stated that while this is an important phase of the sales picture, it should not be overdone.

"The media buyer today," he pointed out, "buys a station for its advertising coverage and not because of merchandising promises. At the same time I am not recommending the abandonment of merchandising. But a perspective must be maintained. Merchandising can make a strong station stronger, but it won't make a weak one strong."

Using a Guild, Bascom & Bonfigli client as an example, Mr. Whitehead pointed to the effectiveness of merchandising when it is properly used. The client referred to was Mary Ellen's Jams and Jellies (*for complete story, see* U. S. RADIO, *September 1960, p. 32*), a regional grocery product advertiser that realized a sizeable sales increase when it turned to the sound medium:

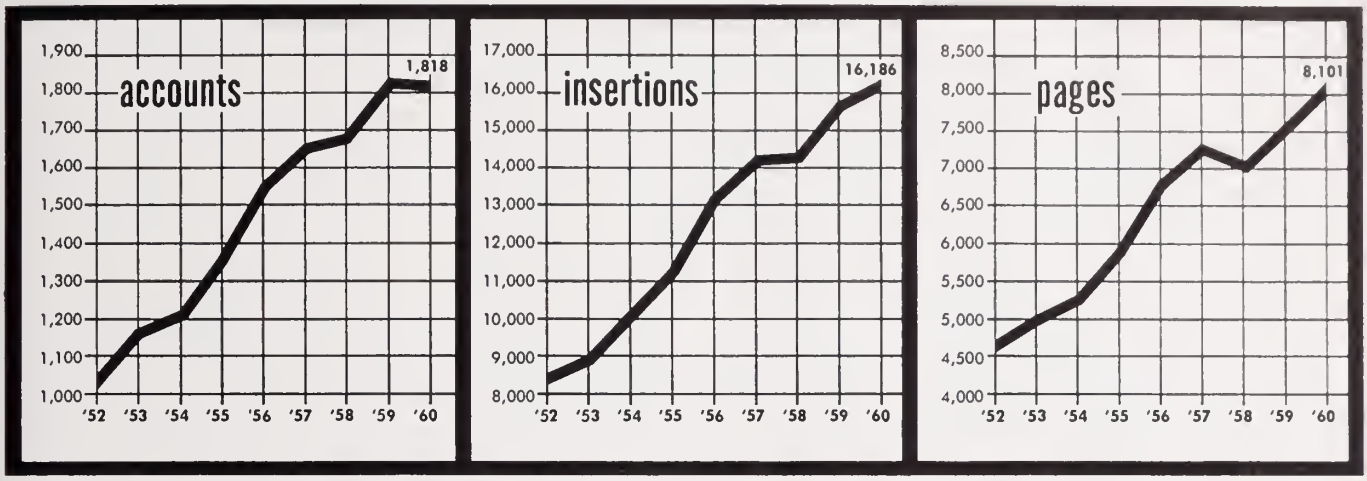
"In one important California city carrying Mary Ellen's radio advertising," said Mr. White head, "a leading chain outlet stocked only one-half dozen of their 33 different varieties. The client asked us if we could help get more shelf space, possibly adding several other varieties to the six carried.

"Looking to radio for assistance, we called upon both the station representative and station management to help us. By enlisting their first-hand knowledge of the individual involved, we were able to spot the Achilles Heel in the armor of a rather tough chain owner.

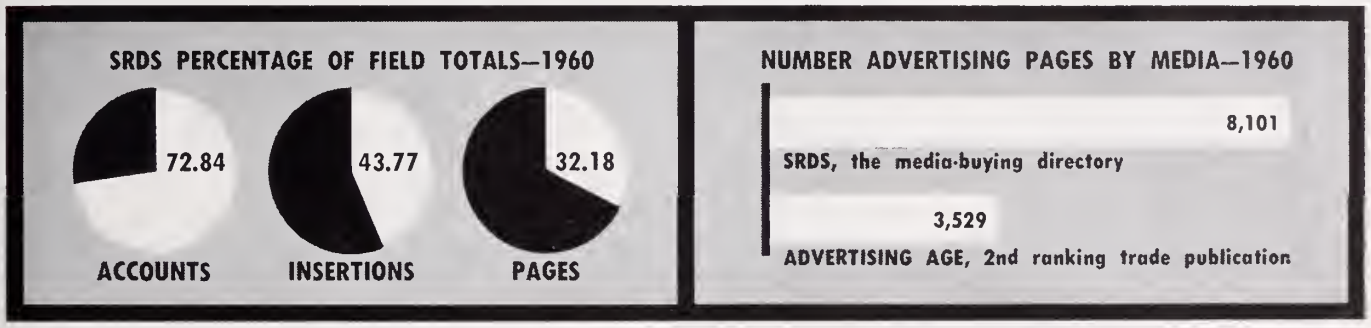
"Together we prepared a promotion that excited this important merchant.

"He was so enthusiastic that eight weeks prior to its start he instructed his buyers to increase their Mary Ellen's line, and by now they are handling 29 varieties." • • •

NEW LIGHT on the direction media-selling strategy is taking



Year-end 1960 totals confirm it . . . no advertising publication carries as much media advertising as SRDS



Charts based on activity in 21 advertising trade publications
SRDS Advertising Checking Service

Where did media advertising go in 1960? The trendlines are clear. Media sellers, as a group, continue to be more advertising-minded than ever. In the trade press and SRDS, advertising pages were up 4.6%—advertising insertions up 1.9%.

Within this continuing growth trend is the suggestion of a significant development, new light on the direction media-selling strategy is taking.

Based on the record it would seem that media owners are clearly placing more and more emphasis on a unified, tighter-knit marketing approach . . . linking all their selling efforts to the known way advertising people buy (their habitual use of SRDS and constant need for quickly accessible media and market information).

This keying of selling actions to the special buying practices of advertising is suggested in other ways—the number of media sellers who use SRDS exclusively among those who limit their advertising to a single publication (roughly, 2 out of 3). And also by the growing preponderance of dominant Service-ads, carrying thorough "tell-all" information on a regular basis in the media-buying directory of advertising.

Apparently, a growing percentage of publishers and station owners consider their advertising in SRDS the keystone about which an effective selling program is built . . . and are making sure their Service-ads in SRDS are as competent as possible—filled with good media information on their market, their audience, their medium . . . well-planned and thoroughly useful.

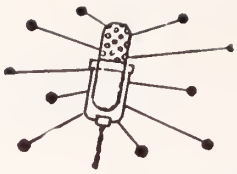
Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, President and Publisher
5201 Old Orchard Road, Skokie, Illinois

SALES OFFICES: SKOKIE • NEW YORK • ATLANTA • LOS ANGELES

report from networks



► NBC:

The new face of *Monitor,* NBC's weekend radio service, is *Monitor '61.* Additional features, a selected group of top personalities and an adjusted time schedule are the major ingredients of the new format. According to William K. McDaniel, executive vice president in charge of NBC Radio, special features covering comedy, news, sports, music and remotes will be hosted by Mel Allen, Hugh Downs, Betty Furness, Dave Garroway, Wayne Howell, Lindsey Nelson, Bert Parks and Gene Rayburn. However, he noted that *Monitor* "regulars" such as Nichols and May, Bob Hope and Bob and Ray will still be carried.

Though the Friday night segment of *Monitor* has been cancelled, Mr. McDaniel states that some of the regular weekend features such as *On the Line with Bob Considine* and *Youth Forum* will be heard Fridays. The new Saturday and Sunday schedule will consist of five three-hour blocks, three of which will run on Saturdays in the morning, afternoon and evening. The two Sunday blocks will run an hour apart during the afternoon and evening.

► ABC:

The new regional radio network, ABC Radio West, will serve 10 western states through the facilities of 104 stations of the ABC Pacific Network, the Arizona Network and the Intermountain Network. Robert R. Pauley, ABC vice president in charge of the radio network, announced that "ABC Radio West will have a coverage area encompassing more than 11 million radio homes and almost 26 million people. This total market is . . . more productive, shows a greater rate of growth and a higher degree of prosperity than any other area." He noted that these westerners will be offered regional programming combined with the regular services of the ABC Radio.

► CBS:

"Radio stations have a dual responsibility in our society: survival *and* stature. The broadcasters must strike a delicate and difficult balance in order to maintain both positions." These words are part of a recent address by Arthur Hull Hayes, president of CBS Radio. Mr. Hayes feels that not everyone connected with the industry is fully cognizant of radio's stature: "Many station managers necessarily belong to what might be called radio's 'second generation.' They are not the oldtimers who participated in the beginnings of the medium. And so, with no direct experience of the power and excitement of radio when it ruled the electronic roost, some of them do not have a real sense of its continuing potential and importance."

Mr. Hayes feels that no matter what kind of programming a station has, survival comes first, then quality. "Broadcasting cannot create the public taste. But we can lift and broaden it by exposing people to things they might not have experienced at all."

► MBS:

Game of the Day, aired over Mutual every season since 1950, will not return to the air this year. With the ever increasing prevalence of the individual ball club's own networks, plus more night games, plus more teams being formed in various cities, the network feels it cannot adequately broadcast *The Game of the Day,* under the provisions it established for the program back in 1949. At that time, it was determined that only daytime games would be aired and at the same time, no station within a fifty-mile radius of a major league game could air that day's program. The network feels these limitations are no longer feasible today with the above changes in baseball activities. • • •

HYLAND (Cont'd from p. 37)

is made up of poetry and dramatic readings . . . a complete change of pace from the hard news of earlier segments. This is followed by the KMOX version of the "housewives protective league" . . . with some At Your Service *innovations — appearances each week by a leading woman psychologist specializing in family relations, plus regular interviews on the spot with home economists, homemakers and a representative of the Better Business Bureau. We also feature reports on the public schools . . . one of our most meaningful features in our opinion.*

The 3 to 4 p.m. period also provides for a telephone question period. But the guest of the day is a spokesman from government, business, the arts, education, science, labor or other fields of interest.

We've had such guests as Martin Luther King, Senator Stuart Symington and in one memorable afternoon, Charles Taft, son of the president, followed by Mrs. Eleanor Roosevelt. Just before the election, we devoted two full hours to a debate between a Jesuit priest and a Baptist minister on the separation of church and state. And to show you the range of our program, we have even included telephone question periods with such down-to-earth experts as a garage mechanic and a plumber.

Our 4 to 5 p.m. segment of At Your Service *can take the listener anywhere. We have been at a housing project during a racial disturbance; on a train that was taking Harry Truman from St. Louis to the Kennedy inauguration; in a bank lobby a few moments after a daylight robbery. We have our light moments, too . . . in the complaint department of a downtown store and in the baby animal nursery at our St. Louis Zoo. We also feature science reports for the layman, theater reviews, vignettes on show business personalities, concert criticism, and fashion features.*

We have recently instituted a job-hunters guide—a timely service under current conditions. We even air gourmet recipes. One for ham cooked in sherry drew several hundred responses.

From 5 to 7 p.m. with the shifting rush-hour audience in mind, *At Your Service* consists of news, business news, sports and weathercasts of varying length and subject matter. This segment also includes the CBS network feature, "In Person," with its interviews with unusual and colorful persons in and out of the news, a program format that ideally complements our *At Your Service.*

Many of our advertisers tell us that they have found an unexpected bonus in this type of programming. Their commercial messages, particularly those of a musical variety, stand out with greater impact. One client . . . a national advertiser based in St. Louis . . . was so impressed with the effectiveness of our new format, that he changed his 16-minute sports digest to fit the At Your Service *pattern by adding reports from correspondents from coast to coast.*

We've learned a lot from our new programming. We've learned that a local staff can rise to heights of creativity and inventiveness when a challenge is presented and backing of management is freely given. We've learned that programming of substance can move merchandise.

We've learned that meaningful programming can attract ratings. In fact, our *At Your Service* ratings average 26 percent higher than previous music programming. We've learned we can no longer underestimate the listening public, with its higher educational level and its growing demand for information and enlightenment. And we've learned the most important lesson of all: that radio, properly programmed, can be as exciting, as provocative and as influential as any medium. • • •

McLENDON (Cont'd)

here their secret weapon, their hitherto clandestine formula—music plus news, and news and news. With us, on-the-spot news is the exciting promotion while contests and stunts are for some stations and sports for others. The potential of radio news is awesome. Radio, in its high noon, has proved that there are sounds

(Cont'd on p. 54)

report from Canada

Radio Sales Bureau Becomes Reality, Offices in Toronto

The Canadian counterpart of the Radio Advertising Bureau will be taking its first steps in the near future, according to Mr. Donald Jameson, provisional chairman of the infant organization.

"The title for the association will probably be the Radio Sales Bureau," states Mr. Jameson. "There had been mention of calling it the Canadian Radio Advertising Bureau, but since there is no official alliance with the American RAB, we felt that title could prove misleading."

Groundwork toward the creation of the RAB was laid at last year's annual convention of the Canadian Association of Broadcasters. At that time an interim board was chosen from the ranks of the CAB to study the purpose and organization of the RSB. Mr. Jameson was selected to pilot the interim board through the inception of the new association. He has done just this and is now ready to hand over the reigns to RSB's first president as soon as one is selected. (Mr. Jameson has announced that the CAB is casting about for the right man to fill the $20,000-a-year job.)

At the time of last year's convention, the CAB read the specially prepared Woods Gordon Report, a study that indicated the need for Canadian broadcasters to band together in an effort to further the interests of radio. The idea was received by CAB membership with interest and enthusiasm. The interim board was established and preparatory work was begun.

"We determined that the purpose of the new organization should be to exert a concentrated effort to sell radio as a medium," says Mr. Jameson. "The prime goal will be to get more business into radio. We have just completed the organizational charter along with all the odds and ends, so that at the March 12 meeting of the CAB in Vancouver we will be able to present our members with a complete wrap-up of our task."

Discussing the various procedures followed by the committee, Mr. Jameson points out that it investigated the American RAB in order to understand the workings of that organization. "We studied many alternatives to the organization in hopes that at the outset, the workload could be as smooth as possible.

"The CAB financed the operation of our interim committee and will continue to defray expenses until the organization can support itself. Basically, subscription rates in the RSB would be in direct proportion to the size of the station and of its market. This is similar to the subscription plan used by RAB."

Fall Campaign

Based on the fact that 81 percent of all stations in Canada are members of the CAB, Mr. Jameson sees every indication that the new Radio Sales Bureau will certainly have strength in numbers.

"In a matter of weeks, probably sometime in April, we expect to have an office established, equipped and running in Toronto," adds Mr. Jameson. "Our goal is to have the RSB operating at full steam in time for a major fall campaign."

Because Toronto is considered the hub of Canadian broadcasting activity, this city is the logical seat for the RSB central office. But Mr. Jameson notes that if expansion proves desirable, and he expects that it will, branch offices will undoubtedly be established. Ottawa, Montreal and one of the major cities in the West may well be designated as regional centers to handle expanded activities. • • •

Three-Quarters of Retail Sales Concentrated in 199 Market Areas

Radio's importance in the country's major markets as a powerful mass medium reaching millions of people has gained strength as the result of findings of the J. Walter Thompson Co., New York, study of the 1960 census. Preliminary findings of the agency's comprehensive marketing study reveal that the population gain of 28 million over the past 10 years is concentrated in 199 major marketing areas. These areas account for about 70 percent of the nation's total retail sales.

In 1950, the findings reveal, 59 percent of the population was centered in the key markets. But by 1960, 61 percent lived in the major markets. The so-called "cream of the markets"—the 199 areas with central cities of 50,000 people or more—absorbed nine out of 10 of the population increases, the Thompson study shows.

Beat National Rate

The study also indicates that the 22 major metropolitan markets of over a million people grew 25.6 percent compared with the national growth rate of 18.5 percent. Yet there were seven metropolitan markets that were smaller in 1960 than in 1950. "This points up the necessity of examining each market individually," according to Norman H. Strouse, president of Thompson, who announced the study.

The 22 major markets showing a growth rate of 25.6 percent were: New York City—northeastern New Jersey, Chicago—northern Indiana, Los Angeles-Long Beach, Philadelphia, Detroit, Boston, San Francisco-Oakland, Pittsburgh, St. Louis, Washington, D.C., Cleveland, Baltimore, Minneapolis-St. Paul, Buffalo, Houston, Milwaukee, Seattle, Dallas, Cincinnati, Kansas City, San Diego and Atlanta.

The seven markets showing a decline in population were: Wilkes-Barre, Johnstown, Scranton, Pa.; Wheeling, W. Va.; Altoona, Pa.; Texarkana, Tex., and St. Joseph, Mo.

The West was the fastest growing section of the country, the report said, increasing by 7.9 percent. This was double the rate of growth in the nation as a whole.

Strides in South

The South showed significant gains, adding 7.8 million people in the 50's. Growth was concentrated in the western and eastern sections of the South.

Population shifts account for five million more Californians today than 10 years ago. Florida increased in absolute terms more than New York, and had the fastest growth rate in the country. The increase in the number of Texans since 1950 equals combined populations of Houston and Forth Worth.

The total 28 million growth is by far the largest gain in any previous 10-year period, the findings indicate. In fact, the growth almost equals the total gain achieved for the preceding 20 years.

Retail Sales

Thompson will publish its complete report on all markets in the United States in the summer. Final census figures of the decade 1950-60 will be combined with retail sales statistics and organized to give a picture of the current marketing situation in the United States. The agency has performed the study on a continuing basis since 1912.

The agency's study is titled, "Population and Its Distribution." Preliminary findings were recently published in a 16-page brochure, "Cream of Your markets." • • •

(Cont'd from p. 53)

that are worth a thousand pictures—the bombast of Benito Mussolini from the great square in Rome, the stuttering delivery of a king abdicating his throne. . . .

In these days to come, as we chase the sun, radio will seize the news leadership of this nation. And what a period of service faces radio in this amazing day when our East Coast is the West Coast of the Rhine, and the defense of Portland begins in Shanghai. • • •

GAITHER (Cont'd)

formed with quality—we offer it to our listeners, whether it is Pat Boone or Ludwig Beethoven!

Musically, our 3-Bs are *Big, Bright* and *Beautiful.*

Now a word of explanation about our "Special Days." Each 24-hour daily schedule at WSB carries out a single theme. It may be "Advertising Day" or "March of Dimes Day" or "Minstrel Day." Every program is then punctuated by a related feature.

And here I should mention that I think we are exercising positive leadership in the move to re-establish the importance of individual programs.

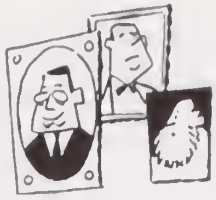
Let me cite two examples: We are presently embarked on a series of hour-long medical forums, in cooperation with the Fulton County Medical Society. Listeners are invited to phone their medical questions, which are answered by a panel of outstanding doctors in our studio. Another example: Coming up in about 10 days, WSB is cooperating with Theater Atlanta to present a complete two and a half-hour production of Shakespeare's "The Merry Wives of Windsor."

Two other segments of our programming that deserve mention are *Nightbeat* and the *Clock Watcher.*

Nightbeat runs from 9:05 to midnight. It is an ambitious sound-mirror of Atlanta by night . . . the music, the voices, the activities of a city of a million.

The *Clock Watcher* runs from midnight to 5 a.m. and is designed to provide a complete late-night show for the multitude of people who live and work the late-trick. • • •

names and faces



Noting the Changes Among The People of the Industry

AGENCIES

Steve Aubre and **John R. Rockwell**, vice presidents of Doherty, Clifford, Steers & Shenfield, New York, have joined the agency's board of directors.

Alfred S. Moss, formerly with Don Kemper & Co., New York, joins Kastor Hilton Chesley Clifford & Atherton, New York, as senior v.p.

Robert H. Lundin, formerly with Pillsbury Co., takes over Pet Milk account for Gardner Advertising Co., St. Louis.

George Oswald joins Geyer, Morey, Madden & Ballard, New York, as senior v.p. He was with Kenyon and Eckhardt, New York, as v.p.

Marvin Antonowsky and **Sy Lieberman** promoted to vice presidents at Kenyon & Eckhardt, New York.

Bruce M. Stern and **William K. Brusman** elected vice presidents at Nelson Stern Advertising, Cleveland.

Grant Hipwell elected v.p. and director of art at J. M. Mathes, New York.

William A. Murphy chosen v.p., media, at Papert, Koenig, Lois, New York.

STATIONS

Robert Mounty, WIP Philadelphia account executive, designated local sales manager.

Pat Hodges, previously with Franklin Miculi Assoc., San Francisco production firm, named national sales service representative for KSFO San Francisco.

Robert L. Krieger promoted from account executive to sales manager of WQXR New York.

John Struckell appointed general manager of WFPG Atlantic City. He formerly served in same capacity with WOND Pleasantville, N. J.

Broaddus Johnson promoted from account executive to sales manager at WNBC New York.

Raymond G. Hard, former WMMW Meriden, Conn., sales manager, appointed general manager, WBMI Meriden.

Frank E. Fitzsimonds, former owner of KABR, Aberdeen, S. D., joins KBOM Bismarck-Mandan, N. D., as executive v.p.

James G. Wells, KRUX Phoenix, promoted to assistant general manager of Leland Bisbee Broadcasting Co., station's parent company.

Perry Bascom leaves position of national radio sales manager for Westinghouse Broadcasting Co., New York, to become general manager, KYW Cleveland. Former KYW manager **Carl Vandagrift** appointed staff coordinator for special corporate projects at Westinghouse.

Roy M. Schwartz, former program manager of WIBG Philadelphia, named operations manager.

W. B. Steis, former general manager of WJER Dover, O., named general manager WKJF-FM Pittsburgh. Station's new sales manager is former account executive **Robert G. Clarke.**

Larry Buskett appointed general sales manager of KRAK Sacramento. He was formerly executive v.p. with KRAM Las Vegas.

Gordon Potter, previously sales manager of WPCA-TV Philadelphia, named station manager and director of sales, WQAL-FM Philadelphia.

REPRESENTATIVES

Paul L. Kinsley joins Bernard Howard, New York, as director of market research and sales development; he was formerly with Broadcast Time Sales, New York.

Robert Bell, formerly with WMCA, New York, joins Chicago office of Bernard Howard as account executive.

Dick Quaas moves into sales department of Adam Young, Chicago. He is a former account executive with KHJ-TV Los Angeles.

Joseph Friedman joins H-R Representatives as manager of the San Francisco office. He was with Headley-Reed in San Francisco as an account executive.

Jack Kabateck, former account executive with Headley-Reed, Los Angeles, joins sales force of Torbet, Allen & Crane, Los Angeles.

Guy Capper, formerly with Headley-Reed, joins Venard, Rintoul & McConnell, New York, as an account executive.

In opening new offices in Atlanta and Philadelphia, The Bolling Co. has appointed **Frank A. Cason, Jr.**, to manage the Atlanta office and **Robert S. Dome** to run the Philadelphia branch. Mr. Cason was formerly with WSB Atlanta. Mr. Dome was with Headley-Reed, Philadelphia.

Fred von Hofen has been named manager of Heritage Stations Representatives. He was with KOL Seattle.

NETWORKS

Russell G. Stoneham has been named director, program development, West Coast, for NBC.

David S. Proctor promoted to manager of radio station clearance for ABC Radio. He was account service representative in that department.

William H. Cochran appointed ABC's West Coast representative. He was station clearance sales service assistant for the West Coast. **Bob Bagley** named manager of advertising and promotion for the western division. He was formerly a literary agent.

INDUSTRY-WIDE

The Collins Radio Co., Dallas, has announced the appointment of **A. Prose Walker** to head up development activities at the company's Cedar Rapids division. Mr. Walker was formerly with the National Association of Broadcasters. Also at the Cedar Rapids division, **Glenn M. Bergman**, former sales director of the eastern region, has been named director of marketing.

Johnson

Krieger

Vandagrift

Potter

Struckell

Hard

Bascom

Oswald

EDITORIAL

. . . a welcome and a pledge

(Reprinted from SPONSOR, March 6, 1961)

Radio is a medium of 4400 voices heard via 156 million sets. Soon this 4400 will become 5000, for more am and fm stations are going on the air almost daily. Its universality and ability to move people to act are unique, yet its place as a national advertising medium is being questioned on every hand.

Because SPONSOR feels that radio has so much to offer as an advertising medium, and because its firm place as a medium of character must emerge in the '60s, SPONSOR has devoted special attention to the problems and values of radio.

Now comes an opportunity to render an even better service. For effective with the March issues the two magazines of radio advertising, U. S. RADIO and U. S. FM, join the SPONSOR family. The broadcast publications owned by this group now are SPONSOR (weekly), CANADIAN SPONSOR (bi-weekly), U. S. RADIO (monthly), and U. S. FM (monthly).

As in Canada, where CANADIAN SPONSOR has become the interpretive, facts-and-figures broadcast guide for advertisers and agencies, we promise that U. S. RADIO and U. S. FM will represent the best in business paper journalism. We have great faith in the future of radio as a major advertising medium and will spare no effort in helping guide that future along healthy channels. Further, before long you will learn how the services provided by U. S. RADIO and U. S. FM complement the service provided by SPONSOR.

With the purchase of U. S. RADIO and U. S. FM we are delighted to welcome back a dear friend and former associate. Arnold Alpert returns as vice president and assistant publisher. He brings with him the full staff of the radio publications he headed.

Norman R. Glenn

Publisher

The Big WLW Radio World!

...with audience among top 10 in America!...and first in Cincinnati!

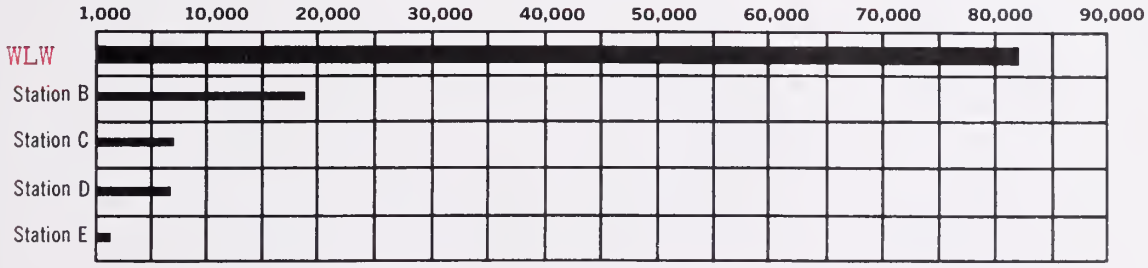
WLW RADIO now commands an overwhelming 70% of the daytime total audience, more than twice as much as the other 4 Cincinnati Radio Stations combined! And WLW Radio also commands 38% of the daytime metropolitan Cincinnati audience.

WLW Radio has increased its daytime total audience 50% in one year! And has increased its daytime metropolitan Cincinnati audience 27% in one year!

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative! You'll be glad you did.

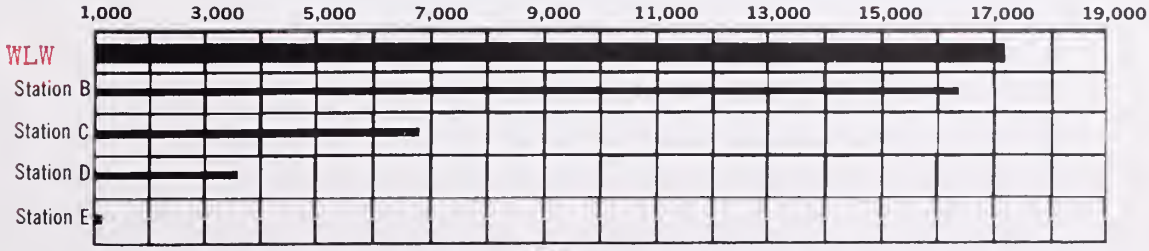
TOTAL AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,200 radio homes in metro Cincinnati.



World's Highest Fidelity Radio Station

Crosley Broadcasting Corporation, a division of Avco

SOUNDSMANSHIP

DEFINITION: Today's radio business. The business of creating that different, can't-be-copied sound-image for your radio station. The sound-image that produces peak sales.

SOUNDSMANSHIP = RADIO SALESMANSHIP

How do you get SOUNDSMANSHIP?

EASY. Call your Ullman-Man. He'll tell you the facts about

THE BIG SOUND

the program and production service that digs more dollar$ for you

IMN JINGLES and TARGET JINGLES

the station jingles with the most ear appeal for every format

SPOTMASTER tape cartridge equipment

the complete hi-fi, low-cost recorder-playback unit

to put **SOUNDSMANSHIP** to work for you now,

call your Ullman-Man

SOUNDSMANSHIP

RICHARD H ULLMAN, INC.

1271 Avenue of the Americas, New York 20, N.Y. PLaza 7-2197

THE BIG SOUND is produced by Stars International, Inc. and sold exclusively in the U.S.A. by Richard H. Ullman, Inc., both Divisions of

THE PETER FRANK ORGANIZATION, INC.

Hollywood, Calif. New York, N.Y.

LIBRARY-RES DEPT
NATL ASSN OF BRDCSTRS
1771-N-ST N W
WASHINGTON 6 D C SUB 1
USR D5-19-39-1275-21R

FM Grows
92% in '60*
(000 homes added
n Golden Sound Circle

I s more than coincidence that t s great growth occurred in the f t year of WFBM-FM's oper- a on. Planned variety program- n ng, outstanding news-in-depth c verage and day-in-and-day- o promotion have focused more a l more attention on FM.

N w WFBM-FM "Golden Sound c the Middle West" . . .

- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than $2 billion.

T is is the *select* market for your p duct . . . just ask Walker- F walt, Inc.

* on 1960 FM set sales in WFBM-FM coverage area.

WFBM fm 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"
America's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

U.S. FM

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

VOL. 2 — NO. 3 MARCH · 1961

35 CENTS

NAB LIBRARY

APR 10 1961

Sheraton's Two-Pronged Fm Use

Hotel Firm Buys Fm in Major Markets And Installs Receivers in New Units

What to Do With Daytime Fm?

Kroger-Owned Supermarket Chain in Houston Finds All-Day Package Pays

Sales and Programming Lessons

Fm Seminars at NAB Convention to Stress Fm Advances and Problems

Manufacturer Grows With Fm

Four-Year-Old Transmitter Outfit Expands Into Fm Equipment Specialties

. . . a welcome and a pledge

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Norman R. Glenn

Publisher

FORE MOST

NAB Fm Convention Agenda To Stress Sales and Programming

Two-day fm agenda to be held in conjunction with the National Association of Broadcasters' convention in Washington in early May will feature sales and programming activity (see full agenda, p. 11). On May 6, a day before the convention opens, the National Association of Fm Broadcasters, will conduct an all-day program featuring a sales seminar comprising agency, advertiser and fm executives; presentations by the four fm networks and program services, and a special Pulse fm report. On May 7, the NAB "Fm Day" program will highlight activity reports by NAFMB regional directors.

EIA Figures Show January Fm Set Production Hike Over 1960

Fm set production figures for January, as announced by the Electronics Industries Association, showed a marked increase over the production figures for January 1960. The EIA states that 50,421 sets were produced during the first month of this year, while 40,162 were built in January 1960. Sets produced in December 1960 were 52,437.

Fm to Broadcast All Yankee Games for Complete Season

New Yorkers who are Yankee baseball fans with fm sets will be able to hear *all* of the ball club's games this season. According to the station, WCBS will carry all Yankee road games, all home night games, as well as all Saturday, Sunday and holiday games, live, over WCBS-AM-FM. In addition, the Monday through Friday afternoon home games will be heard over WCBS-FM only. In the pre-season exhibition schedule, the fm facility will carry all the games while the am will carry only the weekend games. Broadcasts will be sponsored by P. Ballantine & Sons and the R. J. Reynolds Tobacco Co.

Over 260 Markets Represented In US. FM's Station Key

At the time of its inception, last September, U. S. FM compiled a listing of fm stations as an aid to broadcasters and advertisers. A total of 256 stations in 180 markets responded to the questionnaire sent to fm broadcasters. With the current issue that figure has risen to 413 stations representing over 260 markets. Nearly one half of the operating fm stations are now in the listing, with an average of 25 stations sending in listing data each month.

Week of April 17 Designated "Fm Week" in San Diego

As a tribute to dealers, distributors and fm set owners, San Diego's fm broadcasters have formulated plans for an "FM Week" running April 17 through 22. The stations plan heavy spot schedules promoting the affair, according to Jim Fox, manager of KFMB-FM, while dealers have been asked to participate by announcing the event in local newspapers. The San Diego Advertising & Sales Club will honor "Fm Week" with a program devoted to the industry. Ray Baker of KFSD-FM states that there are eight commercial and two educational stations in the area.

LETTERS

Article Request

We wish to enquire re copyright permission for an article entitled *Fm: Today's Radio* which appeared in the February 1961 issue.

Our client, a Toronto fm station owner, wishes to distribute copies of this article in a direct mail campaign.

Susan Semevan
Librarian
Foster Advertising Ltd.
Toronto, Canada

Togetherness

Enjoying your U.S. FM magazine very much . . . it establishes the feeling of "togetherness," i.e., we are not alone in this great big beautiful fm world, the last strong-hold of the "seekers of relaxed listening."

Jack J. Gwyer
Director of FM Operation
KREM (FM)
Spokane, Wash.

Useful Information

We enjoy reading your publication very much and find that it contains much useful information.

E. R. Higgins
Program Director
WDNC-FM
Durham, N.C.

FM Growth

Once again, congratulations on U.S. FM. Your publication is an excellent addition to the growth of fm radio.

Leonard Walk
General Manager
WAZZ (FM)
Pittsburgh, Pa.

Great Help

We have seen our first copy of U.S. FM, and think it is excellent and should prove a great help to all fm.

John B. Cash
Assistant Manager
WWPB (FM)
Miami, Fla.

Informative

Your January issue was most informative and enjoyable.

Colin Rossee
Program Director
WCHV (FM)
Charlottesville, Va.

U.S. FM

VOL. 2 — NO. 3

MARCH 1961

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Favorable Mentions 8
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Fm Station Key 11
Up-to-Date Listing of Fm Stations, Including Programming, Market Penetration, Representative

Norman R. Glenn	*Editor and Publisher*
Bernard Platt	*Executive Vice President*
Elaine Couper Glenn	*Secretary-Treasurer*
Arnold Alpert	*Vice President and Assistant Publisher*
Jonah Gitltz	*Editorial Director*
Mary Lou Ponsell	*Senior Editor*
Willam Wendt	*Assistant Editor*
Rollie Devendorf	*Art Director*
Shirley Sax	*Administration-Production*
Seymour Weber	*Office Manager*
Arnold Farber	*Business Manager*
Jo Ganci	*Secretary to Mr. Alpert*

West Coast Representative
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583
% Edith K. Whaley
216 S. Vermont
Los Angeles 4, DUnkirk 7-6169 & 6160

U.S. FM is published monthly by Arnold Alpert Publications, Inc. Price 35¢ a copy; subscription for U.S.A., $5 a year which includes U.S. RADIO, monthly publication also published by Arnold Alpert Publications, Inc. Editorial and Business Office: 50 West 57th Street, New York 19, N. Y. Circle 5-2170. Printing office, 3110 Elm Avenue, Baltimore 11, Md. U. S. Possessions and Canada, $6 a year for both magazines. Please advise if you move, and give old and new address.

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Accepted as controlled circulation publication at Baltimore, Maryland.

Arnold Alpert Publications, Inc. **SUBSCRIPTION**
50 West 57th Street
New York 19, New York

Please see that I receive each monthly issue of U.S. RADIO and U.S. FM —both for one year for *one* subscription of $5.

Name _____
Company _____
Title _____
Type of Business _____
☐ Company or
☐ Home Address _____
City _____ Zone _____ State _____
PLEASE BILL ☐ PAYMENT ENCLOSED ☐

U. S. **FM**

MARCH 1961

Sheraton Hotels Sign The Fm Register

In 10 months, Sheraton's fm schedules jump from four stations to 29; fm radios go in new hotels

Fm growing pains, which are diminishing as the national spot picture brightens, received a balm not long ago from a new advertiser.

Sheraton Corporation of America, Boston, which owns and operates 59 hotels in 41 cities, has toyed with the idea of using the medium for some time. Last June, Sheraton did some serious thinking and initiated spot schedules on four fm stations. Now, 10 months later, the hotel chain is a sponsor on 29 fm stations in major markets.

Sheraton's association with fm is based on company figures that indicate that the Sheraton guest is also a member of the male fm audience, according to Gene Fitts, director of

"We analyze a market to determine the travel habits. We have learned that people in St. Louis travel frequently to New Orleans and Chicago. Our fm spots in St. Louis promote Sheraton hotels in these cities."

radio and television advertising. The figures come from a Sheraton study made before the campaign in conjunction with the company's agency, BBDO Inc., Boston.

First Campaign

The first fm stations to be used were four from the Concert Network: WNCN New York, WHCN Hartford, Conn., WXCN Providence and WBCN Boston. Sheraton plunged right in with a 52-week contract for a daily program, *Scores and Encores,* 15 minutes of classical music following the 11:00-11:05 p.m. news. The format called for opening and closing announcements and a one-minute commercial.

Sheraton is now in the process of contracting to expand its Concert Network programs to 55 minutes, running from 11:05 p.m. to midnight. Three one-minute commercials will be added to this expanded format.

After the initial schedule proved successful, Sheraton began looking for more fm stations. By November 1 last year, the company had placed 13-week contracts on 25 stations in major markets. Most contracts have been renewed at the end of each cycle. They call for 20 announcements a week, Monday through Friday. Preferred times are 7 p.m. to 10 p.m.

Sponsor Rotation

Sheraton is also one of the 14 advertisers on WNOB Cleveland. Mr. Fitts believes that WNOB's commercial structure is unique in that each of the 14 sponsors have one hour of programming each day. But a sponsor is constantly rotated so that his program is never heard at the same time two days in succession. Sheraton became WNOB's 14th advertiser in February.

Market List

Sheraton hits most of the top markets in the country with its fm schedule. The fact that a Sheraton hotel is in a market is not particularly a requisite for placing a schedule on a local fm station. If its travel studies reveal patterns of overnight traffic from one market to another, Sheraton will push a hotel in other cities. Sheraton advertises also in cities where it has only a reservation office. For instance, Sheraton has reservation offices in Denver and Miami.

Here is a partial list of Sheraton fm markets:

New York, Chicago, Boston, Hartford, Providence, Washington, D. C., New Orleans, St. Louis, Los Angeles, Sacramento, Santa Barbara, San Francisco, Omaha, Houston, Indianapolis, Louisville, Detroit, Cleveland, Pittsburgh, Birmingham, Tulsa and Wilkes-Barre, Pa.

Commercials are delivered live, and there are six to nine pieces of rotating copy. Each piece of copy relates to various phases of Sheraton service; for example, the Sheraton electronic reservation system, "Reservatron," Sheraton hotels in Hawaii or on the West Coast, and Sheraton specialty restaurants.

Each market is analyzed to determine the travel pattern of its citizens. Sheraton discovered, for instance, that St. Louisans travel to New Orleans on a frequent basis. One spot on its St. Louis station advertises the Sheraton-Jefferson in New Orleans. Another city popular with St. Louis travelers is Chicago, according to Sheraton research. Consequently, spots in St. Louis promote the Sheraton-Blackstone and the Sheraton-Chicago. Sheraton spots in other cities are written according to the travel pictures there.

Management at Sheraton has become so enthused with fm that receivers are being installed in hotel rooms. Each time an am receiver is discarded, it is replaced with an am-fm set. In its new hotels, it is reported that Sheraton installs am-fm receivers.

FM in Suites

Sheraton's decision to put fm sets in hotel suites reflects its desire to render the best possible service to its guests. Its investment as an advertiser makes Sheraton's interest in fm two-fold. As William Morton, vice president and director of advertising, once put it, "Fm listeners represent a discerning and select audience."

Mr. Fitts recalls that Sheraton went into fm advertising on its own initiative. "I have kept up with fm for a long time," says Mr. Fitts, "reading about it whenever possible. I am personally a great believer in fm's future." • • •

Bernard Wise, president of ITA

ITA and Fm Grow Together

Industrial Transmitters & Antennas Inc., of Lansdowne, Pa., maintains the premise that 'service is synonymous with quality.'

The facility with which transmitting equipment can be installed and set into operation may not be a prime requisite for a broadcast equipment manufacturer, but such an ability can pay off in a time of real necessity.

When the Tshombe government in the Congo determined that an fm station was needed in a hurry it called upon American ingenuity to get the job done. Under the difficult conditions surrounding any work done in that volatile area, a 10-kilowatt transmitter was installed and the station was put on the air in just six days. The company's engineer got out of Elizabethville only a few hours before more trouble started.

The firm that performed this and other unusual highly specialized feats is the Industrial Transmitters & Antennas (ITA) Inc., of Lansdowne, Pa.

Though still a young organization —ITA was founded in 1957—the firm is ever expanding its fm equipment production. Starting with a staff of four and assets barely over $3,000, the company now states its sales are in excess of $1 million with better than a hundred employees on the payroll.

"When we started in business in late 1957," says ITA president Bernard Wise, "we felt that there would be real opportunity for important growth in the fm market. At that time, hi-fi was making a major impact in homes, and fm broadcasting was enjoying growth as a subsidiary service for store-casting and industrial and commercial background music . . . anticipating that there would be a greater need for high frequency transmitters to service the fm markets, we concentrated much of our effort in this specific field.

The rapid growth of his firm, Mr. Wise points out, is only relative to the equally rapid growth of the fm medium.

In a recent expansion the firm has gone into the promising area of automation systems. With this addition, the company's line of fm equipment includes transmitters ranging in power from 10 watts to 35 kilowatts that require no neutralization controls. The company states that the fm line uses ceramic tubes, utilizes phase modulation and can be multiplexed for remote control operation. Testing on the new automation system is now under way, utilizing various kinds of broadcast applications.

The speed with which transmitters can be installed, as noted in the Congo order, can also be applied to stateside "rush jobs." Within 24 hours of receipt of the order ITA states that it installed a one-kilowatt fm transmitter at WDJR-FM Oil Citw, Pa. Oil City is located more than 300 miles from the ITA plant in Lansdowne.

ITA's new devlopment for impedance matching is the Broad Band Balun. Device requires no tuning, less than one-half cubic feet of space.

As the company expands (it is now involved in the engineering and production of am equipment as well), it has placed a great deal of emphasis on product research and development. One product, a result of extensive research by company engineers, is the Broad Band Balun, an instrument that they feel will make a substantial contribution to the broadcast industry.

"ITA's Broad Band Balun," says a company spokesman, "is an impedance matching device designed for operation in the high frequency band. Uniquely designed to transform unbalanced output of hf transmitters to balanced antennas, the Broad Band Balun occupies only one-half cubic foot of space and requires no tuning. It will handle, conservatively, 80 kilowatts peak power."

To facilitate the development of this and other equipment breakthroughs, Mr. Wise has announced the creation of three new divisions for the firm's sales and marketing operations: the Broadcast Division, the Industrial and Governmental Division and the Export Division. In addition, the firm has acquired new plant facilities which more than double production capacity. It has enlarged its engineering and research staffs and increased its field sales engineer department. • • •

ON A TOUR through one of the 24 Henke & Pillot stores, owned by the Kroger Co., are (l. to r.): Harold Hajovsky, advertising manager; Miss Jo Moore, Aylin Advertising Agency, and Paul Taft, owner of KHGM Houston. Supermarket chain sponsors daytime Thursdays.

Kroger Chain Finds All-Day Fm Buy Pays

Experiment in all-day sponsorship by Houston supermarket chain results in sales and regular fm account; Thursday, big shopping time, is used

"Fm has provided us with an opportunity to reach completely this minority group with its extra buying power."

What started out as an experiment in attracting sponsorship during the tough-to-sell daytime hours has proved to be the key in gaining a regular supermarket client for fm.

The sales idea that KHGM Houston came up with was in offering all-day sponsorship on a trial basis to Henke & Pillot, a chain of 24 supermarkets owned by the Kroger Co. An eight-week experiment using Thursday from 6:30 a.m. to 5:30 p.m. was worked out with the client's agency, Aylin Advertising Agency, Houston.

'Foreground'

The programming that was developed for Henke & Pillot was called *Foreground,* an 11 and a half-hour schedule. It consisted of light popular and semi-classical music, six 5-minute newscasts, 12 locally-produced two-minute talk features and 12 complete weather capsules from the Houston Weather Bureau.

Three station personnel were assigned to the show. Ron Schmidt, program director, served as musical director selecting the appropriate music for each hour and coordinating it with the time of day and the particular features and commercials assigned to specific hourly segments by Don LeBlanc, production director. Jerry Dale, staff announcer, handled on-the-air hosting, along with Messrs. Schmidt and LeBlanc.

The eight-week trial that started January 5, 1961, was considered a success. Henke & Pillot and KHGM have negotiated a renewal for the continuation of the Thursday *Foreground* program each week.

Harold Hajovsky, advertising manager of Henke & Pillot, believes that fm is now creating proper sales impressions and that it can move consumer products. He says it "has provided us with an opportunity each Thursday to reach completely this minority group with its extra buying power. And by falling on a big shopping day, it is a fine backstop to our other and varied forms of weekly advertising."

Lynn Christian, manager of KHGM, explains why he believes fm has been able to help the Kroger-owned chain:

"Every sales approach we use is founded on the premise that nearly all business firms have a similar problem: How to reach effectively that growing strata of society that has a constantly increasing income, a higher education and a quality-conscious taste. This minority of people is not easily reached by other media. But in fm we can honestly claim this group as 'our people.'

Quality Image

"Kroger wanted to reach 'our people.' The quality image of the old-line Houston food chain was not clear to the thousands of new families moving into the rapidly expanding city each month. And Henke sales in the area reflected this problem. So as a major broadcast buy to reach these new homes and the estimated 130,000 fm homes in Houston, the all-day *Foreground* was purchased.

"Kroger promotes primarily its brand products and runs price merchandise only twice an hour. The remaining four spots are devoted to further development of the new Henke quality image. The price products are only being run every half hour with no hard sell singing jingles."

Mr. Christian observes that the all-day idea is not new in radio. As early as Christmas Day 1958, KHGM used the concept to sell its first all-day special presentation to Transcontinental Gas Pipeline Co.

Immediate Revenue?

He further declares that if the station were to sell six participating spots an hour every Thursday, there would be more immediate revenue.

"But the Henke sale," he continues, "gives us secure billing month after month with needed help in paying the burdensome bill of daytime fm radio. We have never tried to fool anyone. We have always stated that our weekday daytime hours on fm in Houston had half the audience of nighttime fm. So we have priced it accordingly, at half our nighttime rate.

"And the package includes the complete merchandising that we guarantee to our regular evening sponsors. I believe that we should not sell more than two full weekdays on the station. Two days would pay our daytime operating expenses for the full week, yet would neither put us in the position of being unable to offer good run-of-station spot schedules to other advertisers and agencies, nor to fulfill our public service requirements." • • •

Supermarket Chain — Safeway Stores in Salt Lake City are going into their fourth year of advertising on KSL-FM Salt Lake City. The commercials are featured every 30 minutes from 9:30 a.m. to 10:00 p.m. Besides reaching into the homes, 30 of the stores provide fm storecasting. This additional impression at point of sale has proved successful, according to Mr. R. J. Hutten, a Safeway spokesman. He notes that many customers have given comment on the service, and that it has benefited sales in many instances.

The station reports that the commercials announce special items featured each day on the Safeway shelves. The programming behind the commercials is selected music, a noon news program and a farm show.

Savings and Loan Assoc. — Another long-time fm user, the Talman Federal Savings and Loan Association of Chicago, has renewed its yearly contract with WFMT Chicago for the fifth time. The savings and loan association sponsors two and a half hours of classical music, news, time and weather reports seven mornings a week.

"WFMT has been the most productive advertising medium we've ever used to attract new savers in terms of traceable response and in relation to cost," says Jonathan Pugh, executive vice president of Talman. "After four years, the station's pull is as strong as ever, if not stronger. Our remarkable success with WFMT is a result of the high quality of audience attracted by the station's unique overall policies and its excellent handling of the commercial material."

According to the station, the commercials describe the functions, policies and services of the firm. Only four or five commercials are run on the 6:00 to 8:30 a.m. program. The reason for these infrequent commercial breaks, according to Mr. Pugh, are that "We spend so much time in the homes of WFMT listeners that we don't want to wear out our welcome. We say all that needs to be said, hoping to win and retain the friendship of this excellent market."

Chamber of Commerce — Under the sponsorship of the Detroit Board of Commerce, the Michigan Chamber of Commerce and the United States Chamber of Commerce, WDTM Detroit aired the complete taping of the six-hour conference Aircade for Citizenship Action presented on March 1 by the U. S. Chamber of Commerce. The broadcast was run on Saturday, March 4.

The station reports that the reason for the program was that it would enable those who could not attend to hear the various discussions by nationally known panelists on federal spending, tax reform, postal rates, depressed areas and unemployment; urban renewal and community development; medical care for the aged; minimum wage and other labor legislation; aid to education; defense spending and space exploration; and the balance of payments.

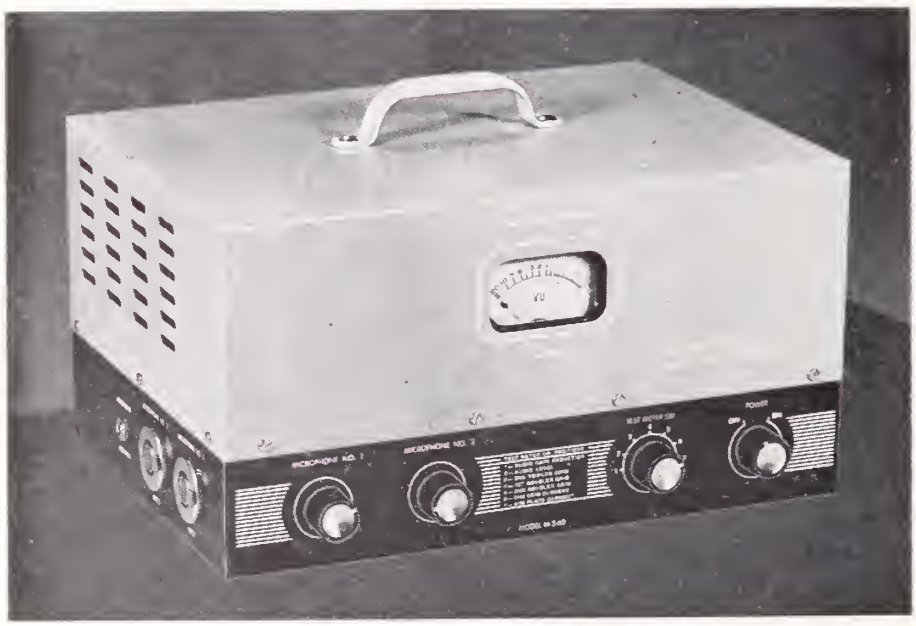
Furniture — The combined facilities of KPAM and KPFM (the two Portland stations program separately) are being utilized by the Charles Grant Co., makers of custom furniture and fixtures for home and industry to advertise its products. The campaign of one-minute spots will be run on both am and fm during the day and on fm only at night. According to the station, the commercials "will emphasize the firm's flair for the original and for craftsmanship. The copy will be aimed at the homeowner and architects, builders and business executives."

Records—Among several new and renewed contracts with WRFM New York is one made by Atlantic Records for a participating sponsorship on *Jazzville, U.S.A.* The record firm has taken a 13-week flight on the

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w. • frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.

weekly two-hour jazz show. The station reports that the New York Telephone Co., through BBDO Inc., has purchased 12 spots a week for the remainder of 1961. The Switzerland Cheese Assoc., through Williams and London, Newark, has renewed its contract for two hours of weekly sponsorship for an additional flight of 13 weeks.

Book Show

WABC-FM New York is inaugurating a new program entitled *Words and Music*. The weekly half-hour evening format will concern itself with "fusing the spoken word with music," says the station. The basis of the program will be the discussion of a different book each week. The talk will then be implemented with music fitting to the book's topic. An interview with either the book's author or an authority on its subject will be an additional part of the show.

As an example, the first show will be on "African Art" my Werner Schmalenbech. Authentic Congo and Gold Coast music will be presented.

Stereocast

Six hours of stereophonic broadcasting are now available to Omaha listeners through the combined facilities of KFAB and KFAB-FM. In addition to the Monday through Friday schedule (6 p.m. to midnight), the station reports that it will continue its two-hour Sunday night broadcasts. Programming will encompass all forms of musical entertainment.

Survey

Of the 550 coincidental phone calls made within a 25-mile radius of Mt. Vernon, Ill., 60.72 percent of those called reported that they owned fm sets, while 57.78 percent of the set owners stated that they regularly listen to fm sports and special vents broadcasts.

These are two of the many statistics uncovered by WMIX Mt. Vernon in an audience survey it conducted. This is an additional example of the individual broadcaster attempting to fill the fm research vacuum (see *Sacramento Fm Listening Survey*, U. S. FM, *February, 1961*). More recently, the station ran a promotion to determine the extent of its reach. Running three announcements a night for a week, WMIX offered listeners a cigarette lighter in return for a card or letter telling when and where the announcement was heard. Represented in the hundreds of cards and letters returned were 109 towns and dozens of rural routes in the area, the station reports.

Another Survey

Still another vacuum filler is WWMT New Orleans. The station mailed out 323 questionnaires to known fm homes within a 65-mile radius of New Orleans. Among the statistics accumulated, the station reports that: Two out of three fm set owners listen to fm two or more hours per day; about three-fourths of the respondents listen most often during evening hours, from 6 p.m. on; professionals and business executives account for three-fourths of the homes using fm; and family incomes among fm householders generally run above average with over half in the $10,000 plus bracket.

Fm Network

By linking the programming of WCRB Boston and WMTW Poland Springs, Me., a new fm network has been formed. Coverage, a WCRB spokesman states, will reach all six New England states.

John M. McGorril, manager of WMTM, states, "Now we look forward to enhancing our value even further for WMTW advertisers. WCRB has been authorized to act as our station sales representative, as well as network sales representative."

• • •

McMartin
FOR MULTIPLEXING!

If you are looking for the multiplex receiver that provides the greatest sensitivity . . . is the most dependable . . . look to McMartin, the standard of the industry.

Continental's advanced engineering . . . rigid quality control . . . special manufacturing techniques assure receiving equipment that will deliver the finest in sound over the greatest distances. What's more, McMartin guarantees your satisfaction. Send back any unit that does not function properly (at McMartin's expense) and it will be repaired or replaced free of charge.

Carl Schultz and McMARTIN Receiver

Says Carl Schultz, of Business Music, Inc., Meriden, Conn., "We have found that the McMARTIN receiver surpasses any other in overall reliability and fringe area reception."

CONTINENTAL MANUFACTURING, INC.
1612 California Street • Omaha, Nebr.

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Name ..... Title .....

Company .....

Type of Business .....

☐ Company or

☐ Home Address .....

City ..... Zone ..... State .....

Please Bill ☐ Payment Enclosed ☐

NAFMB Notes

The following is the two-day agenda of activities to be held in conjunction with the National Association of Broadcasters' convention in Washington.

Saturday, May 6, 1961

9:30 a.m. West Ballroom, Shoreham Hotel
Fred Rabell, President, gives official greetings and conducts business meeting, including election of officers and one Director-at-Large.

1 p.m. Luncheon for new board of directors and officers of NAFMB.

2 p.m. S. C. A. report by Abe J. Voron, WQAL-FM Philadelphia
This will consist of three separate multiplex reports from the East, Midwest and West

2:30 p.m. A message from the NAB by John Meagher

2:40 p.m. Fm Pulse Report and Circular Slide Rule Report by Fred Rabell

2:50 p.m. Report on Multilex Stereo

3:15 p.m. FM Network Presentations:
QXR Network, Concert Network, Heritage Network and Programatic Service

3:45 p.m. Sales Seminar
Paul Roberts, National Sales Manager, Concert Network
Media Director, Gallagher, Evans & Dill Advertising, Wilmington, Del.
Sales Manager of Silo Discount House, Philadelphia
Mitch Hastings, report on the AVCO Mfg. Account

4:45 p.m. Open Discussion

9:30 a.m. Welcoming speech to NAB Members

Sunday, May 7, 1961
"FM DAY" at the NAB

9:30 a.m. Welcoming speech to NAB members. by Fred Rabell

10 points of NAFMB by Frank Knorr
Financial Statement by Bill Tomberlin

9:50 a.m. The annual composite Fm National Market Study report by Mitch Hastings, President of the Concert Network

10 a.m. A brief report by the two fm directors of the NAB

10:10 a.m. Report to NAB members about NAFMB Circular Slide Rule

10:15 a.m. FM PROFILE, 1961
The important reports by the regional directors of the NAFMB, discussing in detail the current activities in their region in fm radio, with the accent on sales, programming, promotion, research and development.
8 Ten-Minute Reports

12 noon NAFMB meetings adjourned with everyone invited to attend the NAB fm activities planned for the afternoon.

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 413 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ARIZONA

Phoenix
KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno
KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale
KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles
KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations

FM STATION KEY (Cont'd)

Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

(For abbreviations, see box, p. 11)

Meriden
WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven
WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford
WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington
WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws
WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables
WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale
WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville
WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville
WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami
WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach
WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando
WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola
WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota
WYAK
National Rep.: Rejko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa
WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens
WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta
WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville
WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange
WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta
WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk

(For abbreviations, see box, p. 11)

TWELVE YEARS OF BETTER MUSIC IN THE NATION'S CAPITAL!

WASH-FM
Affiliated with QXR Network

FM STATION KEY (Cont'd)

WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws

WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg

WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville

WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield

WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon

WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel

WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon

WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris

WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy

WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)

WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island

WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Dup.): Con, s-cl, st, shw

Springfield

WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington

WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus

WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart

WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville

WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne

WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond

WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry

WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl

WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison

WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion

WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 10; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie

WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond

WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute

WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw

WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington

WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines

KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl

WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine

KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

KANSAS

Salinas

KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka

KTOP-FM (Am: KTOP)
National Rep.: Daren McGavren
Counties: 1; ERP: 3,200
Prog. (Sep.) Jz, cl, st, shw, s-cl

Wichita

KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville

WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville

WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro

WOMI-FM (Am: WOMI)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah

WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge

WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis

WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore

WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op

75 Sponsors Use Kentucky's Largest Fm!

35,000 Watts — Walker-Rawalt
S. A. Cisler, Manager — Natl. Rep.

WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace

WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Springfield

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op
WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cntry, flk, shw
WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con
WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws
WOMC (Am: WEXL)
National Rep.: Larry Gentile
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)
WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Inkster

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, tlk

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st
WAYL
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word
WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

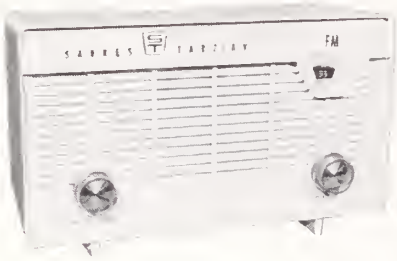
KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)

Offered Direct from Factory to YOU



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Model 501: White Cabinet, White Front
Model 502: Grey Cabinet, Charcoal Front
Model 503: Grey Cabinet, White Front
Model 504: White Cabinet, Charcoal Front

SARKES TARZIAN INC

Broadcast Equipment Division
Consumer Products Section
Bloomington, Indiana

National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws. wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Bolling
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Tremendous Pull — Telephones never stop ringing

Check in on

ALAN GRANT's JAZZ NOCTURNE

on **WLIR**

10:05 PM to Midnite
on weekdays; 'til
1 AM on weekends

WLIR—92.7 mc—Garden City, L. I.
Pioneer 1-4700

Rochester

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

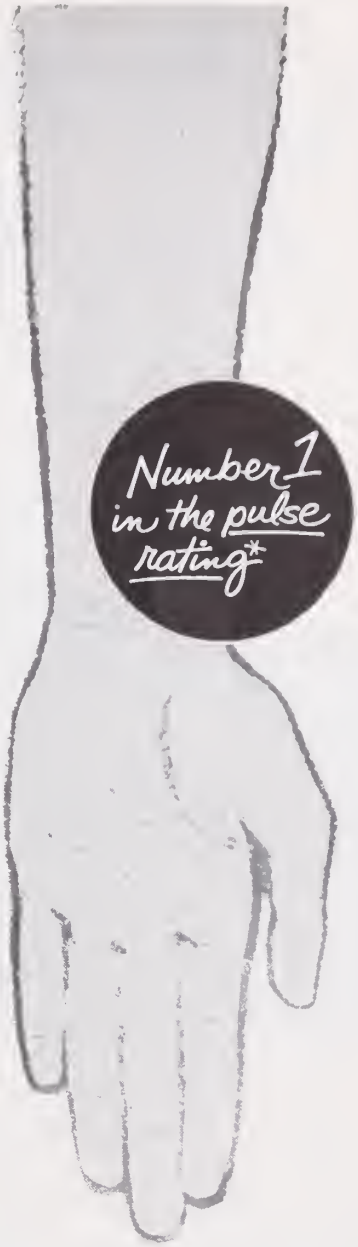
Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

(For abbreviations, see box, p. 11)



pulsating

WRFM

Now! The FM station with the selective sound of music is the select station for New York's discriminating FM listeners. And discriminating time buyers know a good buy when they hear one. So get the PULSE of the FM market . . . get the story of WRFM leadership and listenership in New York.

WRFM
105.1 MC New York

FM beamed stations only April 1960 PULSE

GOOD THINGS HAPPEN ✚ WHEN YOU HELP RED CROSS

NEW DIFFERENT TIMELY

"MEANWHILE, BACK ON EARTH"

(13½ minutes—16MM Black and White—sound cleared for TV)

A newsworthy blend of the MISSILE AGE, the CIVIL WAR, and present day RED CROSS activities—this film features the years most dramatic disaster footage on the CHILEAN EARTHQUAKE and HURRICANE DONNA. More than a public service film—it's a motion picture with audience appeal.

ANIMATED TV SPOTS

(60-20-10 seconds)

PARKER FENNELLY is again featured as the lovable POSTER BILL. With him is the well-known actor HOWARD MORRIS—as a roving reporter who is left "speechless" in a humorous "bite" by Bill's loyal dog, Max.

These spots provide the "light" touch to a serious fund drive. They are available in TWO versions—one for MARCH CAMPAIGN cities and one for UNITED FUND cities.

ALSO

COLOR SLIDES TELOPS FLIP CARDS

With voice-over copy

AND—a recording with 5 to 15 second IDs for station breaks—voice over credits and crawls.

STAR STUDDED JINGLES SONGS APPEALS

(all lengths from 05 to 60 seconds)

ETHEL MERMAN with the RUSS CASE orchestra—STEVE LAWRENCE with the UNITED STATES ARMY BAND sing SAUL TEPPER'S great Red Cross Campaign Song GOOD THINGS HAPPEN WHEN YOU GIVE.

THE FOUR LADS with PERCY FAITH and his orchestra sing ARTHUR KENT'S exciting Red Cross jingle WHERE THE NEED IS with voice-over appeals by MITCH MILLER and EDWARD R. MURROW.

Straight appeals by

DAVE GARROWAY JOHN DALY
RALPH EDWARDS DON McNEILL

PLUS—A VARIETY OF SHORT IDs

All these materials available from

YOUR LOCAL RED CROSS CHAPTER

THE AMERICAN NATIONAL RED CROSS
In New York, call MUrray Hill 9-1000
In Hollywood, call HOllywood 5-5262

THE ADVERTISING COUNCIL
New York
Chicago
Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE

FM STATION KEY (Cont'd)

Raleigh
WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount
WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury
WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford
WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville
WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st. shw, disn

Winston-Salem
WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton
WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati
WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland
KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus
WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton
WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay
WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster
WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima
WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr. sprts

Middletown
WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford
WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth
WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky
WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo
WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

OKLAHOMA

Oklahoma City
KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater
KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa
KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz
KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

(For abbreviations, see box, p. 11)

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Dup.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Andersar.

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
National Rep.: Rayburn
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, wthr

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP: 3 kw
Prog. Pop, cl, s-cl, shw, op

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13: ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

(For abbreviations, see box, p. 11)

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP; 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2 600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl nws, s

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan

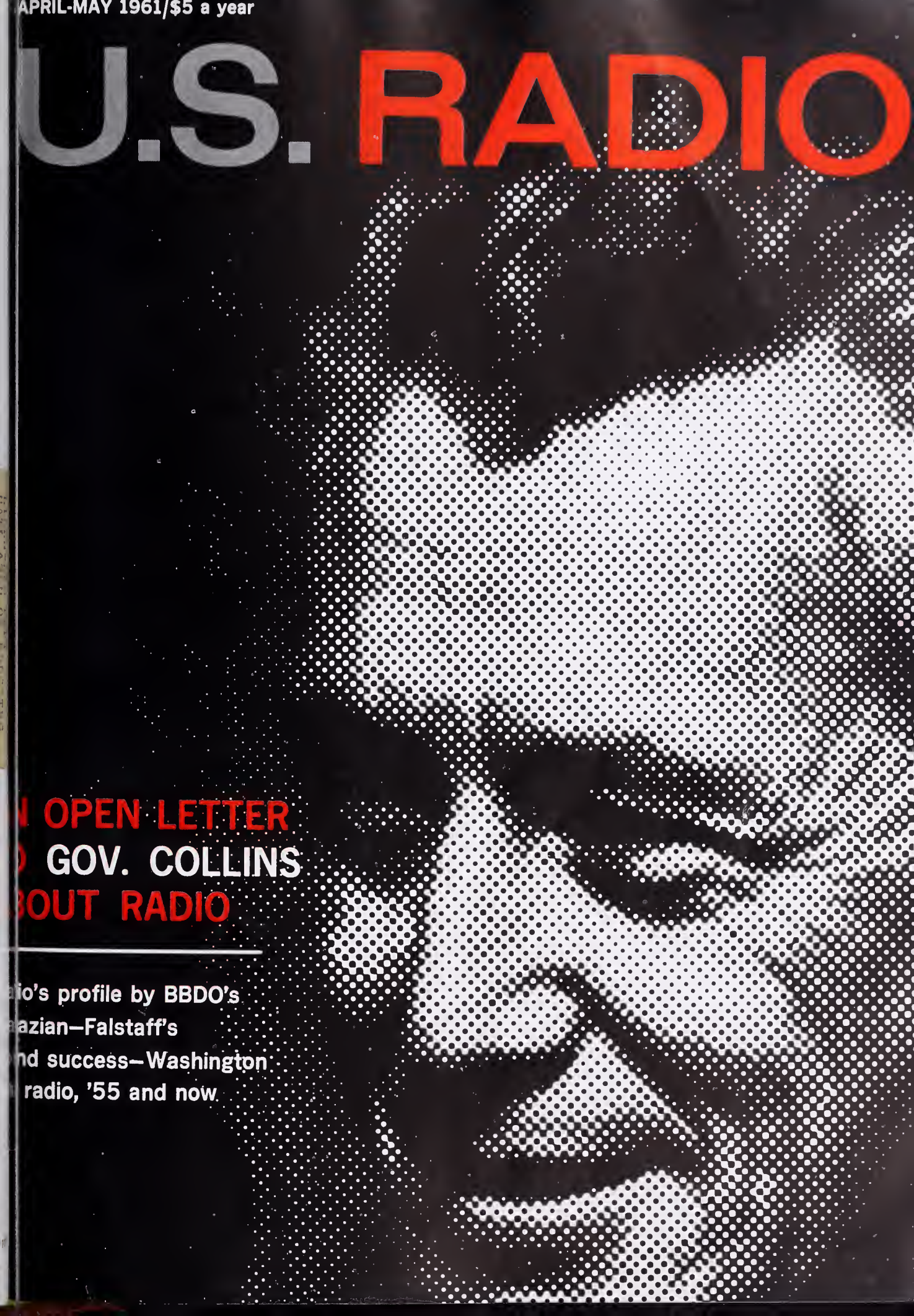
WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 11)

LIBRARY
NATL ASSN OF BROADCASTERS
1771 N ST N W
WASHINGTON D C 20036

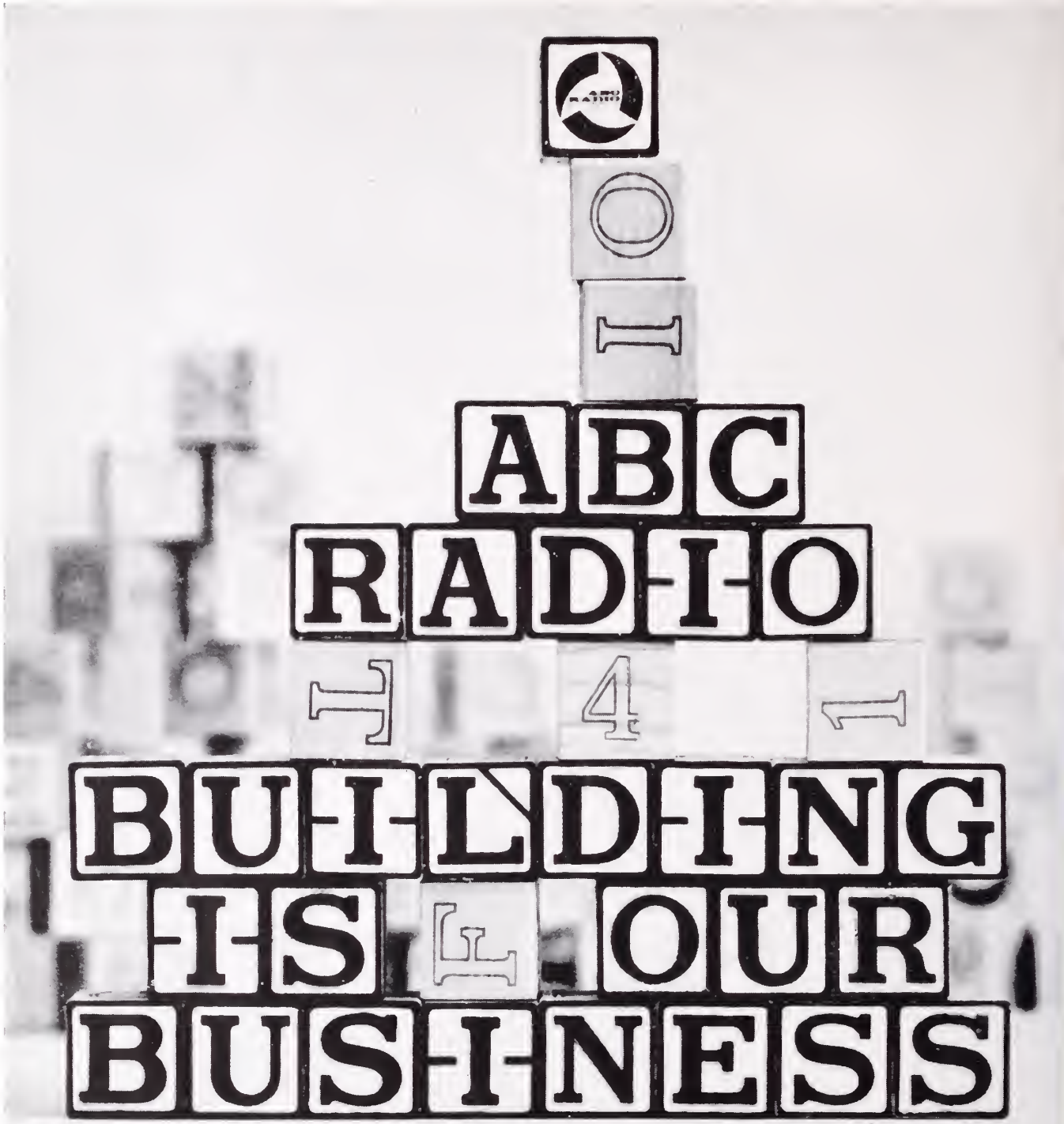
APRIL-MAY 1961/$5 a year

U.S. RADIO



N OPEN LETTER
O GOV. COLLINS
BOUT RADIO

io's profile by BBDO's
azian—Falstaff's
nd success—Washington
radio, '55 and now



BUILDING PROGRAMS: In October, 1960, ABC Radio made a major program change — introduced "Flair" in the afternoon — gave "The Breakfast Club" a modern sound and put more freshness and vitality into its News programs.

BUILDING LOCAL RATINGS: Immediate results showed in big and small markets alike with improved ratings — KMBC, Kansas City — share increase from 23.3% to 37.5%; WWIN, Baltimore — 12 times the audience versus last year; KALB, Alexandria — led all rival stations 3 to 1 in all time periods; WNDU, South Bend — "Flair": Share 46.3% — double the preceding program and 120% higher than the next highest station — WMNI, Columbus — increased share from 12.0% to 26.0% with Flair and increased share from 6.0% to 15.0% in Breakfast Club.

BUILDING NATIONAL RATINGS: As the new programming caught on in market after market, the national Nielsen showed ABC Radio up in all program categories (Nielsen, February 1, vs. January 2). "Breakfast Club" +13%, "Flair" +40%, Weekend News +30%, Weekday News, +53%.

BUILDING SALES: The end result — the one that means most to stations and advertisers — SALES FOR THE FIRST QUARTER — Breakfast Club up 11.2%; Weekday News up 11.0% Five Star Final up 23.3%.

BUILD WITH THE NETWORK THAT IS BUILDING TOWARD THE MAGIC MARKET OF THE 60's—ABC RADIO.

An encore for three of our "personalities." Good sports. Attractive people interested in the Metropolitan way of life.

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.

other divisions are:

Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California

Worldwide Broadcasting, WRUL Radio

GOWN: LANVIN-CASTILLO, PARIS, PHOTO: PETER FINK

WQXR wins George Foster Peabody Award, broadcasting's highest honor, for its musical "specials" and its "total programming of music ...of the highest order"

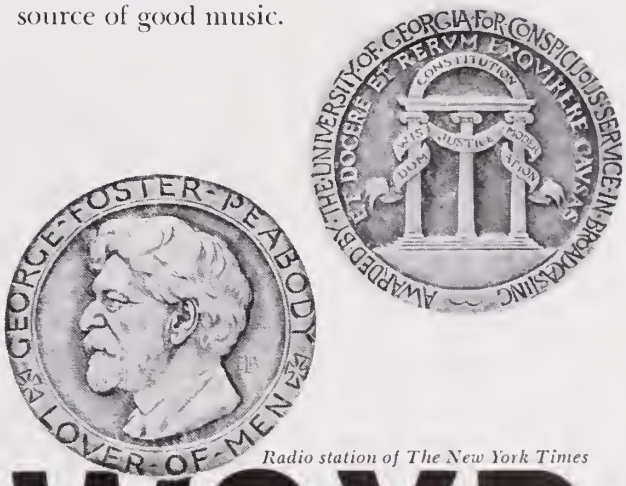
In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

• • •

Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to *good* music than has WQXR." This year's award reaffirms this judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.

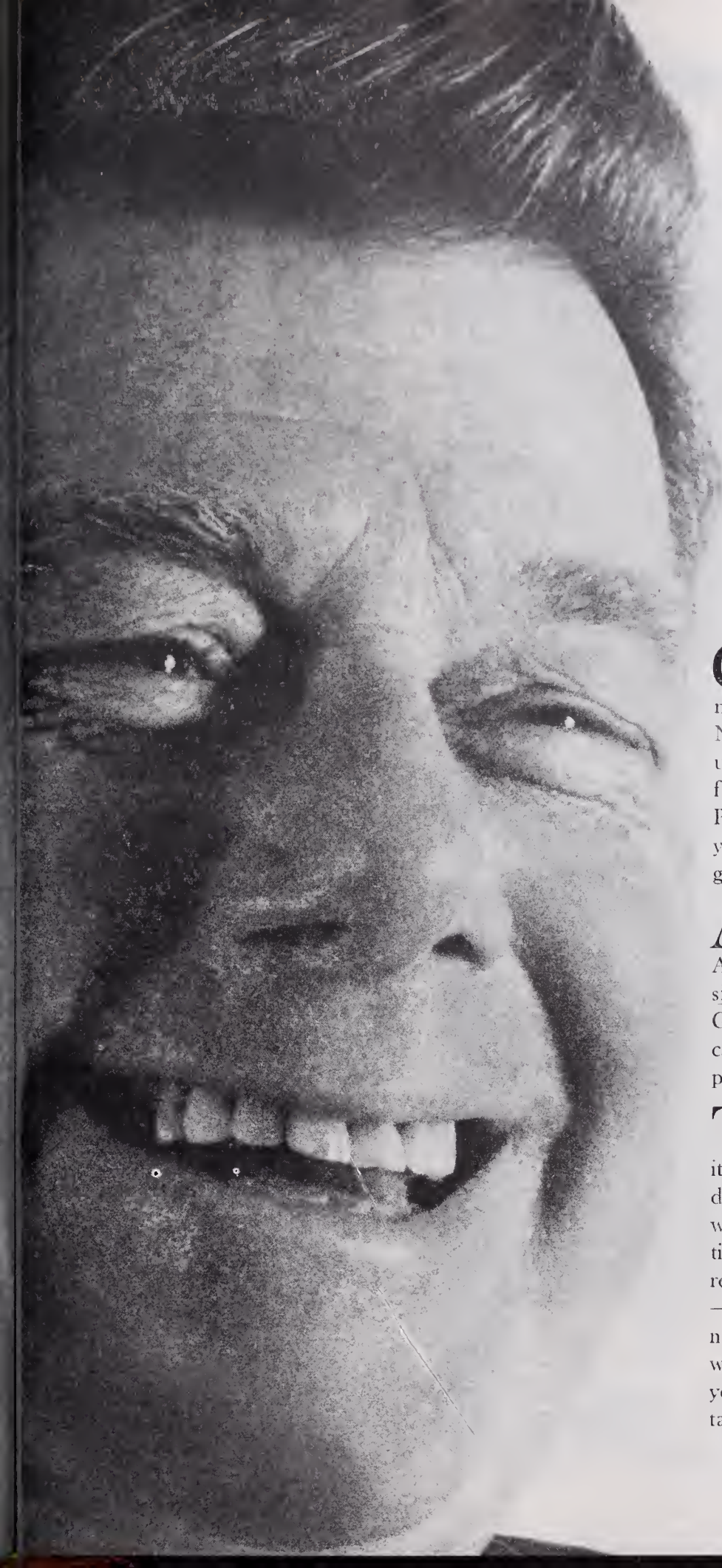


Radio station of The New York Times

WQXR

1560 AM 96.3 FM

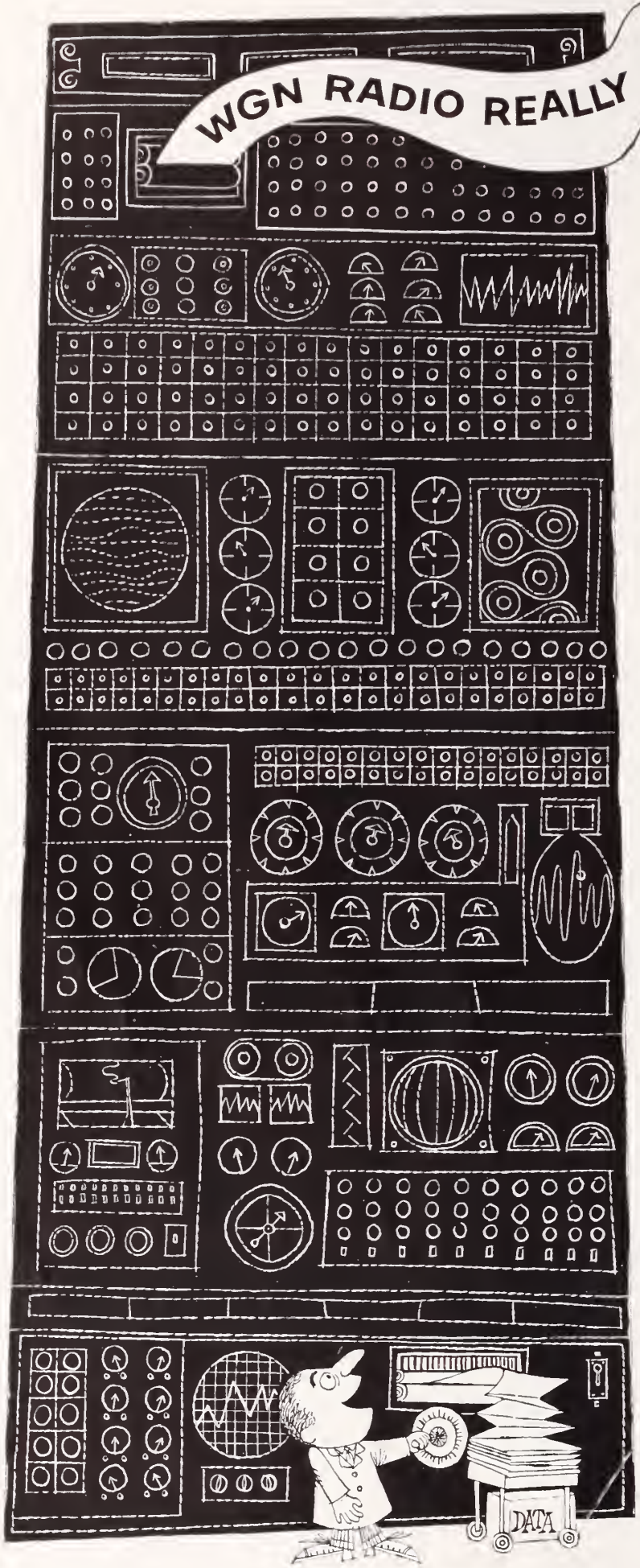
Now Godfrey can sell for you morning noon & night weekdays & weekends ...with the new Godfrey Extension Plan on the CBS Radio Network



GODFREY in a variety of peak listening times. Godfrey when men (and wives who work) are home! Now you can put Arthur Godfrey's unrivalled salesmanship to work with full flexibility. The new Extension Plan offers the specific audiences you want, at strategic times, plus the greatest salesman in broadcasting.

ADVERTISERS who sponsor one ten-minute segment of top-ranking Arthur Godfrey Time can now buy six additional program-integrated Godfrey commercials—as only he can deliver them—placed where they promise to do the most good.

THIS PLAN really extends your Godfrey Time buy. Typically, it just about triples the number of different people reached and gross weekly audiences go up almost six times. And this isn't just more people reached. This is more people reached —by Godfrey! It is a most impressive new advertising opportunity. We'd welcome your reaction to it. Call your CBS Radio Network representative for full information.



WGN RADIO REALLY RATES IN CHICAGO

Latest rating figures* show:

WGN Radio has Chicago's most favorable image!

WGN Radio reaches more people!

WGN Radio has the highest average quarter-hour audience for entire week!

WGN Radio is No. 1 Chicago station in total audience!

WGN Radio has highest average hourly share of audience—12 midnight—6 a.m.

WGN Radio delivers an adult audience! More than 9 of every 10 listeners are adults!

For full facts on why adult listeners like WGN Radio's sound, advertising and programming, write to WGN Research for a study by Market Facts, Inc., on the images of Chicago radio stations.

*Nielsen – Dec./Jan., 1961. Pulse – Dec., 1960, Post-midnight study. Pulse –1960, Audience composition reports.

In Chicago

WGN RADIO

means quality programming and dedicated community service

Chicago: 2501 Bradley Place, LAkeview 8-2311

New York: 220 E. 42nd Street, MUrray Hill 2-7545

Represented by Edward Petry & Co., Inc., except in Chicago, New York, Philadelphia and Milwaukee

Member of Quality Radio Group, Inc.

SOUNDINGS
news & interpretation

There are indications that some radio advertisers are running counter to the "flight" trend in radio. Ocean Spray Cranberry Juice, for example, had been buying spottily in short flights in a limited number of markets in New England. Through BBDO Inc., New York, the company has just **started 52-week buys** in about six markets, including New England and Philadelphia.

As part of its campaign to alert U. S. advertisers and agencies to the potential of radio advertising in foreign markets, international shortwave station WRUL, New York, is taking the research bull by the horns. It has launched **project INTERCAP (International Continuing Audience Profile).** This will provide a continuing survey of radio audiences in markets that WRUL reaches (described as two-thirds of the civilized world—Latin America, Africa and parts of Europe). The reports will feature qualitative and quantitative data and can be placed in a loose leaf binder that will be provided. First survey results are expected to the **available in August.**

Personal missionary on behalf of radio. The Colorado Broadcasters Association's new effort to stimulate the buying of radio (and tv) time is based on an intra-state public relations and promotion program. It has retained Dean Faulkner, Denver broadcast promotion man, to act as the organization's spokesman. He will attend business group conventions and conferences within the state **to boost the use of broadcast advertising.** The Chamber of Commerce meeting May 5 in Colorado Springs was the second effort in this new promotion.

Targeting in on other media, as opposed to turning the gun on one's own house, is something radio is learning to do more of each day. CBS Radio Spot Sales research, going after **magazine money,** has provided an analysis of the number of homes in the WCAU Philadelphia audience compared with the homesreached by six leading consumer magazines. The eight-county Philadelphia metropolitan area used in the analysis includes: Bucks, Chester, Delaware, Montgomery and Philadelphia in Pennsylvania and Burlington, Camden and Gloucester in New Jersey.

Here's what the figures look like:

	% OF 8-COUNTY AREA	NO. OF HOMES
WCAU Radio	76.3%	942,000
Good Housekeeping	10.9%	138,480
Ladies Home Journal	13.1%	166,669
Life	14.4%	183,530
Look	12.0%	152,930
Saturday Evening Post	11.1%	142,012
Time	6.0%	76,746

Magazine criculation applied against 1/1/60 Sales Management Homes.

(*Continued*)

SOUNDINGS *(Continued)*

news & interpretation

And speaking of magazines, radio came in for an unexpected boost in a special study for **Seventeen** magazine, based on **depth interviews with 4,532 teenage girls.** It shows that this vast market, which according to the study represents about $4.5 billion annually, has its **ears tuned to the radio.** Frank Boehm, director of research, Adam Young Inc., has prepared a special presentation of the study covering, among other things, the following facts: **Radio led other mass media** as the choice of diversion during the day and evening. **After getting up in the morning,** 16.5 percent listened to radio, 14.4 percent read newspapers and 4.5 percent watched tv. **After coming home in the afternoon and until dinner time,** 16.5 percent listened to radio, 11 percent watched tv and 5.8 percent read. **After dinner until bedtime,** 22.1 percent listened to radio, 10.2 percent watched tv and six percent read for pleasure.

May is radio month. And across the country stations are busily promoting the theme **"the best sound around."** Many radio operators are using the material provided by the National Association of Broadcasters, including custom jingles produced by Faillace Productions; promotion and program ideas; special announcement copy of all lengths; bumper strips; news releases, and mats for newspaper promotion.

Negro-appeal radio is coming in for a big boost on the national scene. With the appointment of public relations and research counsel by the Negro Radio Association's board of directors, a major image-building push is expected to be launched. The objectives of the NRA are many: **to build advertiser-agency acceptance of Negro-appeal radio, to develop and improve programing and to promote and disseminate news about this specialized medium.** The NRA was formed in the fall of 1960. President and chairman of the board is Francis M. Fitzgerald, president of WGIV Charlotte, N.C.

NEXT MONTH:

In the June issue of U.S. RADIO, the lead story will present an in-depth report on radio and the auto makers. It will tell how the Detroit giants use radio and why. A special feature of the report will chart each car company's agencies, account men and timebuyers. Secondly, Governor LeRoy Collins, president of the National Association of Broadcasters, will reply to the open letter U.S. RADIO sent him this month. The letter deals with the aspirations of the sound medium and its hopes and needs for the future. Another feature article will delve into the burgeoning teenage market and its implications. A highlight of this analysis covers magazine research that shows radio is the favorite mass media diversion for this multi-billion dollar market. An appraisal of the new stereo development and what it means to radio will also be presented in the June issue. The story will sound out comment from important executives in broadcasting, advertising and manufacturing.

talk...

is only as good as the talker, and the talkers on one New York radio station bring entertaining and articulate conversation for more than 20 hours a day to America's largest station audience. A recommendation of your product by these personalities means a marked increase in sales. That's why, year after year, more advertisers use this radio station than any other in New York! The next time you buy radio, why not make it the one station where talk gets results—

WOR-RADIO 710/fm 98.7/An RKO General Station

The Land

When I was sick and lay a bed,
I had two pillows at my head,
And all my toys beside me lay
To keep me happy all the day.

And sometimes for an hour or so
I watched my leaden soldiers go,
With different uniforms and drills
Among the bedclothes, through the hills,

And sometimes sent my ships in fleets
All up and down amid the sheets;
Or brought my trees and houses out,
And planted cities all about.

I was the giant great and still
That sits upon the pillow-hill,
And sees before him, dale and plain,
The pleasant land of counterpane.

— Robert Louis Stevenson

Maybe it's leaden soldiers . . . or ships in fleets . . . or little toy cities . . . sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy . . . this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten . . . like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.

WLW-T Television Cincinnati
WLW-C Television Columbus
WLW-D Television Dayton
the dynamic Crosley Stations
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW Radio

Crosley Broadcasting Corporation,
a division of **Avco**

RADIO'S REACH / APRIL-MAY 1961

AM STATIONS ON AIR*	3,561
FM STATIONS ON AIR*	856
SETS MANUFACTURED**	1,115,029
RADIO SETS IN USE	156,394,000
CAR RADIOS†	40,387,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air at the end of March, 3,561, represents an increase of five stations over the previous month. Applications pending: 560; under construction: 150.

FM STATIONS ON AIR: The 865 fm stations on the air in March include 17 more than the previous month. Applications pending: 71; under construction: 206.

SETS MANUFACTURED: Total radio production for February, 1,115,029, includes 307,-973 auto radios and 50,421 fm radios. Total radio sales, excluding auto radios, is 666,228. Total radio production exceeded that of January, the previous month, by 24,956 sets. However, the cumulative total for 1961 lagged behind the same period last year by 593,-054 sets. Most of this decline is attributable to a decrease of 534,224 auto radio sets compared with last year.

NETWORK: Standard Brands Inc. leads network advertisers in terms of total home broadcasts according to A. C. Nielsen Co.'s monthly index for four weeks ending March 5. There are 220 broadcasts for a total of 118,641,000 home broadcasts delivered. Pharmaco Inc. registers in second position with 260 broadcasts and 110,592,000 home broadcasts delivered. Following in third, fourth and fifth are R. J. Reynolds Tobacco, Sylvania Electric Products and Time Inc. For total commercial minutes delivered, Sylvania leads with 88,694,-000. Standard Brands follows with 87,115,000. Pharmaco, Time and International Mineral and Chemical Corp. rank third, fourth and fifth.

LOCAL: Total sales at KRAK Sacramento for the first quarter, 1961, show an increase of 27 percent over a comparable period last year, according to Golden Valley Broadcasting Co. Local business showed the greatest gain, increasing 95 percent.

*FCC, March, **EIA, February, †RAB estimate.

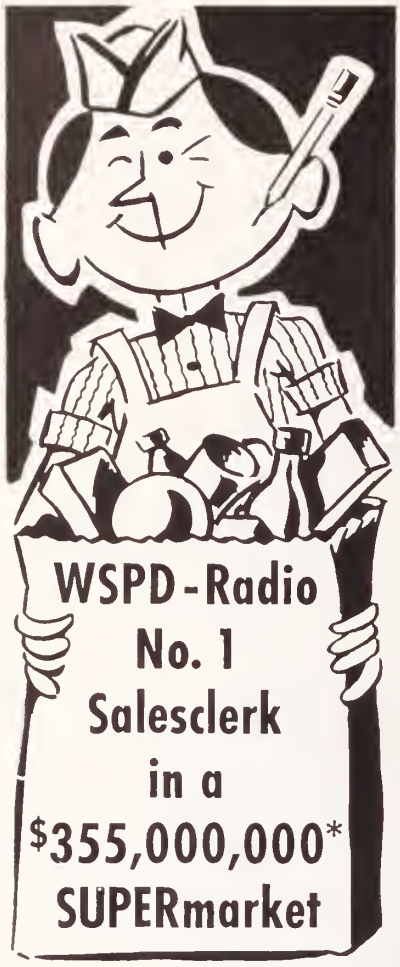
Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company

TENTION NAB CONVENTIONEERS! MUTUAL RADIO HOSPITALITY SUITE, E. 420 SHERATON PARK HOTEL.



Puts you on Top
in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio
NBC·TOLEDO
a STORER station

National Sales Offices:

625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

TIME BUYS

AMERICAN MEDICAL ASSOCIATION

Agency: *Klau-Van Pietersom-Dunlap Inc., Milwaukee*

Fm has picked up a nice chunk of business from the AMA, which is using the "prestige" frequency to gain support for its opposition to the administration's old age medical care programs. Fm stations in 40 top markets started carrying the spots as of April 24 and 26. Frequencies reach a peak of 100 spots per station for a maximum six-week period.

Spots are transcribed and take an unusual tack: the agency selected professional people — a doctor and lawyer — and a housewife, among others, to state why they oppose the bill and voice support for the AMA choice, the Kerr-Mills bill.

The agency suggested fm because the audience has a high percentage of well-educated people who are apt to be influential opinion leaders in their communities. Buyer is John Wussow.

AMERICAN TOBACCO CO.

Agency: *BBDO Inc., New York*
Product: LUCKY STRIKE

Placements for Luckies have been made in 50 markets for a start the last week in April. Frequencies number from 30 to 60 spots a week. Some markets are major, others selected. Transcribed minutes will be on the air for 15 weeks. Multi-station buys were ordered. Timebuyer is Hope Martinez.

BRIOSCHI CO.

Agency: *Ellington & Co., New York*
Product: BRIOSCHI TABLETS

Brioschi kicks off another flight in May, this one to last for 6 weeks. Frequencies vary by markets, which will number from 10 to 12. A maximum of two stations in each market will get the schedule. Minute announcements will be transcribed. Dan Kane, media director, is making the placements.

CITIES SERVICE CO.

Agency: *Lennen & Newell Inc., New York*
Product: GASOLINE

On May 7, Cities Service 1961 summer driving campaign will break in 30 markets. Drive-time is the favorite for about 30 spots per week per market. It's a multi-station buy. Bob Kelly is the timebuyer.

CRANBERRY ASSOCIATION

Agency: *BBDO Inc., New York*
Product: OCEAN SPRAY CRANBERRY JUICE

After months of running small flights in a few New England markets, Ocean Spray has signed a 52-week contract for radio spots in six markets. Starting date: May 1. New England is still the stronghold, but schedules have been placed with Philadelphia stations. The first 13 weeks mark the heavier frequencies for this one, tapering down after that unless the advertiser decides on more. All spots are minutes.

E. F. DREW CO.

Agency: *Donahue & Coe Inc., New York*
Product: TRI-NUT MARGARINE

Spots opened in 10 markets the week of April 20 for Tri-nut for a 13-week campaign. Frequencies hit a high of 40 spots a week. The buyer is Harry Durando.

(Cont'd on page 74)

Left to right: Mary Dee, Fatman, Chuck James, Mark Hyman, Bill Curtis, Hotrod

Philadelphia's Strongest Selling Force To 700,000 Negroes...

NOW FOUR TIMES STRONGER!

WHAT's big, new 1,000 watt **all-directional** wallop gives you the only sure way to reach and sell **all** of Philadelphia's Negro spenders . . . America's solid **third** Negro Market.

Now WHAT's prestige personalities are carrying quality Negro Radio to thousands of new listeners. What's more, you're looking at the "sellingest" group of air people in Philadelphia, as scores of local advertisers will verify. Now, by a wider margin than ever, the strongest selling force you have to command in more than 26%* of Philadelphia's homes.

100% NEGRO
WHAT
Twenty-four Hours a Day
PHILADELPHIA

WHAT is Negro Radio in Philadelphia!

Represented by John E. Pearson Co.

*1960 U. S. CENSUS

GUARANTEEING A SINGLE EQUITABLE RATE TO ALL ADVERTISERS!

wmca 570kc

has New York in the bag. Proven sales results have kept 1 out of every 5 wmca advertisers on the air five years or more.

wmca
THE VOICE OF NEW YORK

wbny
THE VOICE OF BUFFALO

rpi
THE VOICE OF NEWS

the straus broadcasting group

ARTHUR H. McCOY

Executive Vice President, John Blair & Co.
Winner of the May Silver Mike Award

Art McCoy has been selling national spot radio for 21 years, not because he didn't have a gaping opportunity to shoot at the tv stars, but because he believes that "radio today offers the greatest challenge in creative selling. Anyone with real talent should stay in it."

He is convinced, too, that national spot radio someday soon will be shooting at the stars.

"It's an exciting medium. We believe strongly that radio was never more effective than it is today. If you examine the role of a station over the past three decades, you can see quickly that radio never before meant as much to its listeners and its community as it does today. Radio is closer to the people it serves and listeners know this."

Mr. McCoy is quick to challenge the gloom mongers on the showing of spot radio during the first quarter.

"Radio is no different from any other business. All business activity has been off somewhat. I just saw a study that showed that newspapers and magazines were off about 10 per cent for the first two months of the year."

In the quest for increasing expenditures, Mr. McCoy believes strongly that spot radio could stand some change.

"The selling of national spot today calls for new techniques and methods. Based on the results of our Blair Group Plan, I sincerely wish that other representatives would do something similar. If there were three or four other organizations selling this way, it would hasten the day when radio's rocket would rise into orbit.

"We know the Blair Group Plan is our future. We have split our sales staff in New York, assigning three salesmen to the full-time selling of plans (leaving eight salesmen for regular spot radio selling).

"This means there are three men devoting all their efforts to creating new dollars for radio. They are not just presentation men; they do not appear for the sake of making lectures and talks. They are there to present *and* ultimately close sales of group plans. These men are also backed by a seven-person department covering the other aspects of the BGP.

What are these group plans?

Mr. McCoy states that the "BGP was designed for million-dollar usage of the medium by *logical* advertisers, most of whom either have not used radio in the past or who have not been active for some time.

"We go after a wide range of accounts and tailor-make each proposal to show how specific use of radio can allow an advertiser to zero in on potential customers. We also encourage radio buys that are longer than the present trend to flights.

An indication of the diversity of accounts already using BGP's is this partial list: Mennen, Accent, Purolator, Beech-Nut Coffee and Continental Casualty.

Through the plan, Blair offers a one-stop, group buy of radio through its own station list. It also has a list of stations in non-Blair markets that it recommends to suit an advertiser's needs. This second list is compiled through a special three-man timebuyer committee that Blair meets with regularly.

But the heart of the BGP involves a range of services—suggestions for copy platform, media planning and budget estimating, and marketing and promotion follow-through. Most of all, the BGP tries to excite interest in radio through its power to move merchandise off the shelf.

Mr. McCoy was born in Roseville, Ohio, and was graduated from Northwestern University in 1940 with a degree in commerce. He joined Free & Peters, pioneer representative, in Chicago doing general office work. ("I wanted to get into radio so badly I was anxious to do anything.")

In 1944, Mr. McCoy moved to the firm's New York office (by this time he was a professional salesman). A year later he helped found Avery-Knodel, serving as treasurer and sales manager. He joined Blair in May 1955 as a salesman and about two years later was elected vice president and sales manager. Mr. McCoy became executive vice president in the fall of 1957.

BLEEP BLOOP BLOOP BLEEP 收音机 BLOOP BLEEP BLOOP BLEEP

LISTEN FOR THE NEW

Mel Allen, Betty Furness, Dave Garroway, Wayne Howell, Lindsey Nelson, Bert Parks—these to showbusiness personalities now headline "Monitor '61." Such "Monitor" regulars as Mike Nichols Elaine May, Bob Hope, and Bob & Ray join them in a dramatically new format for NBC Radio's popula weekend network service, which makes wider use of the NBC news department's world-wide facilities

EEP БЛИП BLOOP BLOOP BLEEP BLOOP Ermahner BLEEP BLOO

SOUND OF MONITOR '6

One new "Monitor" feature: "Ring Around The World"—a series of five-minute commentaries on w
developments by top NBC news correspondents in strategic spots around the globe. Another: "Week
Report"—A 25-minute study in depth of the biggest news story of the week. New stars,
new programming, new excitement—this is "Monitor '61!" **NBC RADIO NETWORK**

YOU
ARE
CORDIALLY
INVITED
TO
VISIT
U.S. RADIO's
INTERNATIONAL
SUITE
AT
THE
NAB
CONVENTION
G-803
THE SHOREHAM

Surprises
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LETTERS

TRADE TALK

In the March issue of U. S. RADIO you encourage readers to submit changes, questions and comments on *How Good Is Your Trade Vocabulary?*

I submit the following additions:

E. O. W.—Every-other-week. A schedule which is to run only every other week.

Donut—The middle portion of a recorded commercial providing background music for a "live" or recorded insert. The commercial usually has a jingle opening and closing, with a "hole" in the middle for specific product advertising.

Wave—Same as flight. The period during which an advertiser runs his campaign.

Your magazine is most helpful to me. I have clipped the article for new personnel in our department.

GLENNA TINKLER
Timebuyer
Tracy Locke Co. Inc.
Dallas

I am writing with reference to your glossary of radio broadcasting terms included in your March issue.

I would like to inquire as to the possibility of reprinting this article as part of the appendix of "The Radio Management Handbook." This publication is in preparation by our organization scheduled for a late May release.

KIRK G. WOODWARD
President
Station Services Ltd.
Peoria, Ill.

I hope the glossary pleases you as much as it pleases me. I would appreciate it if you would send me eight or 10 copies.

LEONARD F. AUERBACH
General Manager
Ohio Stations Representatives
Cleveland

MILNOT AND RADIO

Accolade! Your spread on the Milnot radio campaign was expertly done—as interesting and readable as the client's spots are attention getting and listenable. Bob Ogle and Dolan Walsh (account executives), enjoying notoriety, are extremely pleased with the story and have asked me to obtain 10 additional copies for office circulation and to send to the client.

We certainly are grateful to you for your interest in the Milnot story and the expert job you did in presenting it.

RICHARD T. GREER
Director of Public Relations
D'Arcy Advertising Co.
St. Louis

PROGRAM SERVICES

We want to thank you for the very interesting writeup and directory listing you gave us in your March issue.

As a result of this writeup we have received inquiries from stations all over the country in markets of all sizes. We were truly amazed! I might add that we now categorically believe that it proves U. S. RADIO has its own terrific image in the industry.

All our best wishes for your merger with SPONSOR, another "tops" in the trade.

HAROLD L. RAPHAEL
ADELE M. PURCELL
Ad Image Inc.
New York

LIVE MODERN

If for no other reason than to prove I enjoy U. S. RADIO I thought you'd like to know I'm trying to keep up with modern radio.

Back when I was promoting fm in the '30s, am was "amplitude modulation."

Will somebody some day help me to find out how "nemo" became the log symbol for "remote pickup"?

ROBERT T. BARTLEY
Commissioner
FCC
Washington

CONGRATULATIONS

Now that you have had sufficient time to sift through the multitudes of congratulatory letters, let me add another with best wishes and congratulations.

MICHAEL RUPPE JR.
Director of Promotion
WIL St. Louis

Please accept this as our most sincere congratulations for perhaps what will be one of the most beneficial moves in the coverage of our trade.

It is with great excitement that our entire operation received the news that SPONSOR, U. S. RADIO, CANADIAN SPONSOR and U. S. FM have joined forces to provide a unified service for all phases of our fast-paced industry.

DAVID GREEN
Vice President
KXTR (FM) Kansas City

The new format of U. S. RADIO should really be a blockbuster. It will be an interesting development to watch.

STEVE SHANNON
Assistant to the
Executive Vice President
Meredith Broadcasting Co.
Omaha

Congratulations on your merger with SPONSOR. I hope that the new arrangement brings you all the rewards for which you have worked so hard.

Best wishes from everyone at B.T.S.

PETER P. THEG
Executive Vice President
Broadcast Time Sales
New York

(*Cont'd on page* 77)

*of course we're being followed**

K·NUZ

THE LEADER IN HOUSTON • 24 HOURS

FIRST IN NEWS • PUBLIC SERVICE AND PERSONALITIES

*BY 1,825,860 PEOPLE!

MEMBER OF THE TEXAS QUADRANGLE

NATIONAL REPS. THE KATZ AGENCY, INC.

• NEW YORK • ATLANTA • SAN FRANCISCO
• CHICAGO • ST LOUIS • LOS ANGELES
• DETROIT • DALLAS

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

How WHO-radio services aid food advertisers in America's 14th LARGEST radio market!

Feature merchandising services offered in high-traffic food stores!

WHO-Radio's Feature Merchandising Services provide *unmatched in-store attention* for the products of qualifying advertisers.

These outstanding services are performed in *high-volume* chain and independent supermarkets in every city and town of over 5,000 population, in 28 of Iowa's most heavily-populated counties. These counties account for 46% of all retail food sales in Iowa!

Experienced staff members make a minimum of *480 store calls* for your products over any 13-week period. They work with grocers to assure that your products get maximum facings, better shelf positions, 50 one-week displays of suitable products, and 24-days of Bargain Bar participation.

50,000-watt WHO reaches 865,350 homes in 96 of Iowa's 99 counties *plus* a number of counties in neighboring states. Only 13 other stations in America offer you more audience or more buying power than WHO!

WHO-Radio is equipped and staffed to blend your advertising with professional, "big market" programming. Talk to your PGW Colonel soon about WHO Radio and America's 14th Largest Radio Market!

Sources: NCS No. 2 and Pulse, March, 1960.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

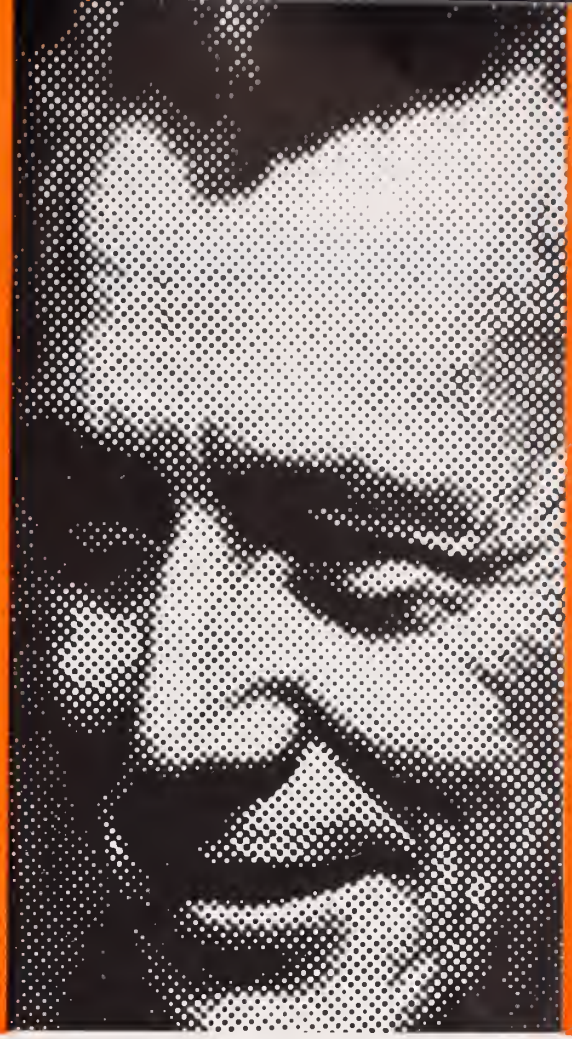
NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

ON THE EVE of his first convention, the Editors of the New U. S. Radio present a special report on the radio medium to the president of the National Association of Broadcasters



DEAR GOVERNOR:

WE are presenting to you here a special report about radio—the "most challenging of all your responsibilities," and one of the greatest, but least appreciated of all American media.

It is particularly appropriate that we do so at this time.

For you, Governor Collins, the 39th Annual NAB Convention marks your first appearance before the full NAB membership since you assumed the presidency of the association.

For us this issue of U.S. RADIO marks the first appearance, under new ownership and in a new form, of a publication that is dedicated to increasing radio's power, prosperity, and prestige.

What we propose to outline for you in this letter are our convictions about radio's enormous and distinctive importance, our beliefs about what radio, as a separate medium, needs and must have, and our plans for filling these needs and building radio's future.

We shall welcome your reactions to our remarks. Indeed we solicit your attention and help in our radio crusade. And we pledge to you our support in the constructive steps you will take for the radio medium in the months ahead.

Radio's Distinctive Importance

We believe, first of all, that it is unfortunate that television and radio are so often and so carelessly lumped together under the vague general title of "broadcasting" or the "broadcast media."

While there are sound historical and practical reasons for doing this (and even sounder reasons why the NAB should represent both) the failure to distinguish between radio and tv usually works to radio's disadvantage.

As the older and less wealthy member of the broadcast family radio too frequently gets short changed. Its distinctive mission, character, and importance become blurred. Its unique role and influence are overlooked and forgotten.

For the record then, let us restate some basic facts.

- Radio, of and by itself, is the largest, most pervasive medium of communications which this or any country has ever known.
- With more than 96% of U.S. homes radio-equipped and with over 156 million radio sets in use, radio speaks to more people than television, newspapers, magazines, or any other medium.
- There are in America today nearly two and a half times as many radio stations as there are daily newspapers (4,395 vs 1,755) and almost eight times as many radio as tv outlets (545).
- Last year Americans bought over 17 million new radio sets, more than twice the number of tv receivers purchased.

Yet these facts, impressive as they are, do not begin to tell radio's story.

Radio's Role In American Life

Even more significant is the unique role which radio plays in American life. It is at once the country's one great *personal* medium and the country's one great *local* medium.

Radio, with sound alone, provides a dimension of communication which the more literal media of tv, magazines and newspaper can never provide.

Radio's appeal is to the individual, and radio listening involves a degree of personal participation which is unmatched elsewhere.

Beyond that, radio today has become the greatest medium of *local* and *community expression* ever devised. It bespeaks the life, news and special interests of millions of Americans in hundreds of individual cities and towns.

It is, beyond question, the country's most democratic and representative medium, and offers, potentially, more outlets for freedom of speech, freedom of expression, and the development of new local talents than any other.

In an age of alarming trends toward bigness, consolidation, and conformity, radio stands as the one great bulwark for the individual American, and the individual American community.

For all these it demands special attention, special respect.

1. Radio's Need for Identity

Unfortunately however, due to the way in which the air media have developed, radio also faces certain special problems and needs.

First and foremost among these we place the need for radio and radio men to rediscover and reestablish a sense of its own identity.

Radio must redefine and restate those things which make it different, special, and unique. Radio men must express and emphasize those things which make them, not merely communicators, not merely broadcasters, but specifically and significantly radio operators.

While it is true that within the industry there are many cases of joint ownership of radio and television properties, by far the largest number of radio stations have no television ties.

And even when radio and tv outlets are jointly owned, there is a decided difference in the needs, problems, and even operating philosophies of the two types of stations.

We propose in U.S. RADIO to point out and clarify these differences—to give radio management an increased awareness of its own individual and distinctive assets and to build, among agencies and advertisers, a widened understanding of radio's special virtues.

We hope that you, in your NAB work, will also direct your attention to rebuilding radio's sense of identity.

2. Radio's Need for Pride

Second on our list of radio's needs is the need for pride.

Perhaps this will surprise you. But we feel that the day has come when radio men should feel a reawakened pride in their own achievements.

During the 1950s when tv was marching ahead with giant steps, many radio broadcasters developed an acute sense of inferiority—an inferiority that was not justified by the facts but natural enough in view of tv's spectacular and well publicized accomplishments.

This sense of inferiority was heightened too by certain dramatic changes in the character of the business. The sudden wholesale granting of radio licenses by the FCC which, between 1947 and 1957, nearly tripled the number of radio outlets, brought into the industry certain men not wholly qualified as operators, and whose philosophies and practices reflected little credit on the business.

Violent internecine battles with radio's ranks

GOVERNOR COLLINS TO REPLY

Just at presstime the editors of U.S. RADIO received word from NAB headquarters that Governor Collins is drafting a reply to this "Open Letter About Radio." His comments will be published in the June issue of the magazine. We shall also welcome letters from other leaders about their reactions to "Radio's 5 Needs."

also contributed to a sense of inadequacy and shame among many radio men.

And the memories of radio's supposed "golden age" played a part in downgrading the medium in the minds of many engaged in it.

But, as so often happens, such reactions were grotesque and unjustified. Any fair-minded observer, looking at radio today, knows that the medium has made tremendous strides in the past decade.

Radio's recent achievements in the field of news, public affairs, community service and imaginative, creative programing should be sources of satisfaction to every radio man.

We at U.S. RADIO believe that genuine pride in genuine accomplishments is a healthy condition for any business. It builds enthusiasm. It stimulates progress. And we shall do our best by presenting the record of radio's real achievements to stimulate a healthy respect for the medium both inside and outside the industry.

We commend this objective to you at NAB.

3. Radio Needs Goals

But if radio has a right to be proud of past and present triumphs it must, like any progressive business, set its sights even higher.

One thing which has impressed us most in our recent talks with leading radio men is this not one of them believes that radio has ye achieved more than a fraction of its potentia as a medium of communication, and a medium of commerce.

They are constantly looking ahead for new forms, new programs, new services, new opportunities to broaden and develop the industry

A substantial part of the editorial work o U.S. RADIO will be to describe and report these new, higher goals which creative radio men are setting for themselves in programing, in public service, and in commercial effectiveness.

We are certain, Governor Collins, that this matter of higher goals for radio is very close to your heart, too.

In your Palm Spring speech you said, "we must become involved more effectively in improving the kind, quality and diversity of programing, and the extent and quality as well as the nature of advertising, and the machinery for assuring effective self-discipline within these areas."

We are happy that we are working together toward such objectives.

4. Radio Needs Leadership

If, however, radio has reason to be proud of its accomplishments and of the goals which dedicated broadcasters are setting, it has, nevertheless, as urgent a need for strong leadership as you will find in any industry.

And strong leadership within radio's ranks is a peculiarly difficult problem.

Unlike tv, radio is not dominated by the networks. Unlike most industries, radio is not controlled by a handful of big corporations. Radio today is a huge, diversified business in which the individual decisions of hundreds of individual station operators are its strongest guiding force. (*Cont'd on page* 76)

1. Radio needs more identity

2. Radio needs greater pride

3. Radio needs higher goals

4. Radio needs real leadership

5. Radio needs a national voice

Falstaffers quaff own brew, cheer San Francisco Giants and Los Angeles Angels at exhibition game. Joseph Griesedieck (in checkered shirt) is Falstaff president.

BREWER'S GOLD IN RADIO'S POWER

Third-place Falstaff mixes radio brew of sports, national and distributor spot to stimulate beer flow on estimated $1 million spot radio budget

THE nation's third largest brewer, intent on increasing its position in the market place, is using a potent advertising brew fermented by a three-pronged use of radio.

Falstaff Brewing Corp., St. Louis, activates sales with radio through: 1) seasonal sponsorship of major league baseball and professional football, 2) year-around national spot radio campaigns and 3) local radio in cooperation with its distributors.

One of the fastest risers in the brewing business in the past decade, Falstaff boosted its sales 3.5 percent in 1960, while spending an estimated $1 million in spot radio.

The company's radio expenditures outdistanced the average amount spent by the top 20 brewers, who together plunked nearly $17,500,000 on radio last year. This amount was more than the brewers spent on magazines and newspapers combined.

(radio's) beginning," says Eugene O'Brian, account executive at Dancer-Fitzgerald-Sample Inc., New York, Falstaff's long-standing agency.

"The company's radio strategy," he explains, "is keynoted by a desire to reach the young male listener. This is implemented especially by Falstaff's sponsorship of game broadcasts of two major league baseball teams and five professional football teams.

"Sports is a natural for a beer sponsor like Falstaff," Mr. O'Brian declares, "but we recognize that not all of our potential customers listen to these broadcasts. To spread our audience coverage, we have national spot radio campaigns running all year long in at least 100 markets."

And Falstaff doesn't stop with sports and national spot. It penetrates even further into U. S. markets with a comprehensive local radio program through its distributors. "We have 170 of the company's 489 distributors cooperating in 52-week campaigns for Falstaff," according to Mr. O'Brian.

Baseball bound, Falstaff execs arrive in Palm Springs, Calif., for Angels and Giants pre-season game. Front (l): Joseph Griesedieck, Falstaff president; David Wham, D-F-S account exec.; Alvin "Buddy" Griesedieck Jr., marketing dir. Back (l): George Holtmann, advertising director for the brewery.

For its over-all advertising last year, it is estimated that Falstaff spent $11 million, 80 percent of which was earmarked for broadcast. The rest went to outdoor, newspapers and magazines.

"Falstaff has used radio from its

Jerry Branson, Falstaff's media manager, estimates that his company "reaches 500 markets through the distributor program alone."

"The company has traditionally placed a good share of its radio money in sports," Mr. O'Brian recalls. With the move of major league clubs to the West Coast in 1958 where Falstaff has been establishing a marketing stronghold since 1952 the brewer hopped aboard the sponsor line-up of San Francisco Giants broadcasts. Still a Giants' sponsor in 1961, Falstaff is taking one-third sponsorship of all the team's games. The broadcasts originate with KSFO San Francisco, which feeds them to 19 stations from northern California to Washington State.

This year Falstaff moved into the American League, signing up for one-third of the new Los Angeles Angels' 162 games plus 15 pre-season contests. The Angels' broadcasts are carried by KMPC Los Angeles as well as a 22-city network covering southern California, Arizona and Nevada.

KMPC owns the rights for the radio broadcasts. Owner of television rights for the Angels' games is KHJ-TV Los Angeles. The combined rights cost the stations $750,000 for the 1961 season.

"We offered the broadcasts in a package deal to sponsors for $1,200,000," a KMPC spokesman reveals. Thus Falstaff, which shares the games with two other sponsors, J. A. Folger Co. (through Fletcher Richards, Calkins & Holden Inc.), and Brown & Williamson Tobacco (through Ted Bates & Co.), pays $400,000 for its third.

"Falstaff and its co-sponsors signed two-year contracts for the Angels' games," KMPC reports. "If Falstaff exercises its option, it may sponsor the games for a third year if it signs before the final game of the second season," according to the station.

In each game Falstaff uses from five to six minutes of commercial time, scheduled in a three-inning block. The blocks rotate among the sponsors. If a game goes into extra innings, the sponsor of the first three innings will take the 10th inning, the sponsor of the second three innings the 11th inning, and so on.

The brewer's arrangements with KSFO for the San Francisco Giants' games are similar to those made with KMPC. Both stations are owned by Golden West Broadcasters.

Falstaff goes on the air with baseball from April through September. Just as the baseball season grinds to a close, the football season kicks off.

Thus Falstaff, carrying heavy sponsorship of professional football games, will be on the air with both baseball and football for a few weeks in September. The football season runs through December. Therefore, there are only three months—January, February and March—in which Falstaff does not have regular radio sports broadcasts.

The games of five professional football teams go to radio listeners under Falstaff sponsorship: Los Angeles Rams, San Francisco '49ers, Dallas Cowboys, St. Louis Cardinals and Detroit Lions. The stations carrying these games in each of five radio networks number from 30 to 60. According to Mr. Branson, "Falstaff sponsors from one-fourth to one-half of each game."

More than a sponsor's interest is demonstrated by Falstaff's association with the St. Louis Cardinals. Company president Joseph Greisedieck, who represents the third generation of his family to lead Falstaff, recently purchased an interest in the team. His investment was instrumental in moving the club from Chicago to St. Louis.

Sports are not the only radio fare Falstaff employs to win sales for its popular-priced beer. Its vigorous 52-week spot radio campaigns run in 100 selected markets of all sizes.

"The national spot campaigns are shaped into quarterly efforts. We usually concentrate our spot budget on the warm-weather, beer-drinking spring and summer quarters," explains Mr. Branson.

"Frequencies go as high as 150 spots per week per station in some markets in our heavy seasons," Mr. O'Brian says. "In some of the smaller markets the number of spots may number only 20 or 30 per week per station. But if we buy 150 spots a week on a station, the frequency remains that high throughout the 13-week cycle. We favor scheduling spots toward the end of the week on peak shopping days. And we like weekends, when beer consumption is at its height. We always buy more than one station in a market."

D-F-S has five copywriters servicing the Falstaff account. For the radio campaigns, they turn out one-minute and 30-second commercials which are transcribed for broadcast. Five men form the account team for Falstaff, headed by an account supervisor and senior account executive. There are three account executives.

"Unusually heavy spot campaigns ran this past January, February and March," according to Mr. Branson. "Such a heavy effort at that time of year is a departure from the normal strategy. But," he explains, "second and third quarter expenditures in 1961 should be as high as last year." This would put Falstaff's national spot budget above 1960 unless there is an extreme cutback in the final quarter.

While the national spot radio campaign enables Falstaff to achieve great range in its radio advertising, its distributor program gives the company depth and breadth and promotes goodwill at the local level. The distributor phase of Falstaff radio is so extensive in scope that it is handled by a full-time director of distributor advertising—Gus Gustafson. He is matched by at least one account executive at D-F-S.

"We go into 500 markets with 52-week contracts," Mr. Branson says, explaining that "preparation of copy and placement of time is handled by the advertising agency. But the 170 distributors cooperating in the program report to Mr. Gustafson at Falstaff."

Distributor markets are not necessarily chosen to supplement markets where national spot is running, Mr.

(*Cont'd on page 75*)

AMERICA'S 10 TOP BREWERS

(In terms of 31 gallon barrels)

Brewery	1960	1959	GAIN/LOSS	% GAIN/LOSS
Anheuser-Busch, Inc.	8,477,099	8,064,756	+412,343	5.1
Jos. Schlitz Brewing Co.	5,694,000	5,863,000	−169,000	−2.9
Falstaff Brewing Corp.	4,915,000	4,750,000	+165,000	3.5
Carling Brewing Co.	4,822,075	4,418,484	+403,591	9.1
Pabst Brewing Co.	4,738,000	4,500,000	+238,000	5.3
P. Ballantine & Sons	4,408,895	4,324,563	+ 84,332	2.0
Theo. Hamm Brg. Corp.	3,907,040	3,551,859	+355,181	10.0
F. & M. Schaefer Brg. Co.	3,202,500	3,050,000	+152,500	5.0
Liebmann Breweries	2,950,268	2,929,000	+ 21,268	.8
Miller Brewing Co.	2,376,543	2,358,976	+ 17,567	.7

Copyright 1961, Modern Brewery Age.

FALSTAFF SCORE BOARD

SPOT RADIO EXPENDITURES:	$1 million annually*
SPORTS LINEUP:	Two major league baseball clubs Five professional football clubs
NATIONAL SPOT:	over 100 markets
DISTRIBUTOR SPOT:	over 500 markets
FREQUENCIES:	30 to 150 per week per station
GOAL:	Nation's No. 1 Brewer

*Estimate

RADIO'S IMAGE: a problem and a challenge

What is the real state of radio? Is it on the threshold of its greatest era as its enthusiasts believe? Or is it a medium in trouble as its detractors assert? To get the story, U.S. RADIO launches a series of interviews with key agency executives interested in radio. The first is with Ed Papazian, media executive, BBDO, New York.

RADIO'S biggest problem is communicating its worth to communicators. Translated into a question, "Why is radio, which revolutionized commercial communications in the '20s, '30s and '40s, unable today to project its own image to the national advertising agencies?"

This query is proffered by one who is himself a key advertising communicator—Ed Papazian, manager of media analysis and planning, BBDO Inc., New York—in an exclusive interview with U.S. RADIO.

Radio today, he says, is a local medium of outstanding values for national as well as local clients. But because it is local in nature, "radio's biggest problem is communicating its image to national agencies. It has no central voice."

BBDO media team examines fruit of labor—Spot Radio Pocket Piece. From l: Elizabeth Grief, analyst; Mr. Papazian; Dorothy Nicholls, assistant to George Nuccio, broadcast analysis supervisor; Mr. Nuccio.

The BBDO executive, whose job it is to analyze the usage and potentials of all media for one of the three largest agencies in the United States, illustrates his arguments with examples.

"We hear isolated reports about radio programing being upgraded with better music and expanded news and talk shows. But how do we know whether this is happening to six stations or 600? We certainly can't base a media buying decision on a handful of comments that often take the form of rumors.

"Local sales successes *can* be the most important yardstick of a station. But it is a problem to present this information with authority to an agency. Nevertheless, local success stories may be very important to a national advertiser in terms of recognizing that a station can produce results."

He believes that radio's share of the advertising dollar would soar if the industry were to solve its problem of getting its message through to the larger agencies. Why? Because radio is already endowed with many characteristics that make it an exceptionally effective advertising vehicle.

"One of radio's greatest assets is its ability to 'profile' a market," says Mr. Papazian. "Depending on his product, the advertiser can aim for young listeners or old, families with high income or low, men or women. The advertiser can further use radio's 'profile' by buying daytime or nighttime. He can use station personalities if he thinks that will appeal to the listeners he would like to reach. He may want to sponsor a 7 a.m. newscast across-the-board to reach a 'hard core' of regular listeners.

"Radio's power to 'profile' an audience is part of its oft-discussed flexibility. It is probably the most flexible of all media. This quality also includes radio's (1) great reach and (2) coverage. A third way in which this factor is important to an advertiser is speed. He can get on the air in a week or less if he has to.

"The problem is one of communication. How can 3,000 stations communicate local images and market facts without some kind of centralization?"

"Another important flexibility factor is frequency, a quality important in terms of the advertiser's specific goals. Does he want to saturate a market with an all-day across-the-board campaign that may literally brainwash listeners with facts about a product? Or does he simply want a few effective 10-second spots adjacent to women's shows?

"Along with profile, reach, speed and frequency, radio can deliver maximum efficiency. Radio is the most effective advertising medium available today among the big four.

"Radio's efficiency is measured in terms of cost-per-thousand. Its cost efficiency is closely tied to delivery, more so than spot television.

"Another important radio asset is a lack of seasonal decline. It is well-known that television viewing takes a big dip during the summer months. It is known, but perhaps not well enough, that although radio's in-home audience declines somewhat in the summertime, radio's out-of-home audience rises more than enough to make up for it. This may be taken to mean that radio listening is at a peak in the summer. But actually it suffers no audience loss at any time because of season."

These are some of the important qualities of radio—especially spot radio—as this agency man sees them. "But what happens," he asks, "when we have to take all the positive values we know to be true of radio and support them with facts?"

The advertising agencies have some facts, he says, but not enough.

"Radio is not being sold properly. Salesmen run in and out with numbers. Everybody seems to be concerned with purely quantitative data on how many households are being reached. I would also like to know who these people are.

"These same salesmen will come in with a handful of figures, say on drive-time listening. Station A leads station B during drive-time, and so forth. But this is not important until radio and the importance of 'auto plus' is first sold to an agency as a medium. What does the media man care whether station A has more listeners from 4:30 to 6:00 p.m. than stations B, C, and D combined?

"What he really wants to know is—are more people listening to auto radios at that time than are reading newspapers on subways, trains and buses? Are they spending more time with radio than with magazines later in the evening? Will the fellow listening to his auto radio also read the newspaper when he gets home? I haven't seen any studies that touch on such comparisons.

"The same is true of magazines. Magazine salesmen come in with

"If radio is going to be the power that it once was, if it's going to realize each ounce of its sales potential, it must go out and sell the big agencies and bring back the soaps and foods."

similar presentations. Magazine A leads magazine B. But these things alone don't mean anything to us for overall media planning. We want to know why radio, tv or magazines should or should not be used from a media viewpoint. And we want to know the qualitative, 'What kind of people read the magazine?' as well as the quantitative. What about the content of the magazine? What does it say to its readers?

"Not only are stations and magagines guilty of this kind of negative selling. Industry organizations representing media do the same thing. Their representatives walk in with a presentation listing all the reasons why their medium is best without giving comparative media values or backing up their claims. They oversell and crusade. I'd rather forget the 'big' numbers and have them explain 'What is radio today? Who listens? Why do they listen?'

"Radio continually undersells itself by overlooking convincing ways in which the medium should be sold. Some stations do themselves and their medium great harm. When they lose a schedule they sometimes run to the agency to bargain and cut rates. This kind of selling makes radio look like the bargain basement of media. It isn't. Radio is efficient and economical, true, but the image of bargain basement 'cheapness' is one that radio ineptly stamped upon itself. It is the second largest medium in number of hours that people spend with it. Why can't broadcasters take these values and translate them into important national growth?

"If you look at the revenue curve," he says, "radio has stayed pretty flat. Back in 1954-55 it lost revenue. It has gained since, and more recently it has accelerated its climb. But its dollar progress is hardly what should be expected of a medium of its magnitude."

Mr. Papazian thinks that radio must do more than sell itself properly in order to skyrocket its billings. Selling is a key step. But the trick, he believes, is in interesting agencies in selling it themselves. Outside of BBDO, Wm. Esty and a few others, there are few agencies that are actively selling radio to themselves and their clients.

(*Cont'd on page* 80)

Back at the NAB—

U.S. RADIO previews the

whose rousing address at the

David J. Mahoney, 37, president of Good Humor Corp., who grew up in advertising.

THE scene: the NAB convention in 1955 in Washington. Radio was in a state of despair.

And it seemed to all observers that the problem was as much psychological as it was substantive.

The dam had opened to the launching of new tv stations. National advertisers had started their exodus from network radio, almost overnight upsetting the apple cart of radio's economy and forcing the sound medium to begin a complete re-evaluation of the way it had been doing business for nearly 30 years.

Radio also saw its gross billings drop for the first time in its history. And if this wasn't enough, the economic storm that had been rocking radio's bulkhead prompted many experienced hands to desert ship in favor of television's bright promise. (Radio was on its way out, the story went.)

Radio men gathered one morning at the 33rd annual convention for a "separate" meeting. A young ad whiz of 31, David J. Mahoney, had ventured down from New York to talk to them, taking important hours from his own newly-started advertising agency.

What could this man, who caught the imagination of Madison Avenue by being elected vice president of Ruthrauff & Ryan at age 27, have to say to radio men? Perhaps it was all a mistake; perhaps he really was supposed to address the tv meeting.

But soon there was no doubt in the minds of listeners as he began:

"First, I think I should say that radio is the most heavily used medium, dollar for dollar, in our agency. This statement, in this year of our Lord 1955, should establish me as a sincere friend of your great medium.

"Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a *new medium* to us—and we find it works. It produces, time after time, increased sales for our clients at a minimum cost. And I'm not talking about ancient sales figures. I'm talking about 1953—1954—1955.

"In the hey-day of television, we have seen radio do a better sales job again and again—under the particular set of circumstances we encountered. I would like to say right now that we also use television when the circumstances point toward that great medium.

"This will not be an anti-tv speech because I do not feel that radio's problem is an anti-tv problem. The trials and tribulations of Radio 1955 lie within itself!"

He then outlined five areas of radio that he felt needed healthy discussion and attention so that radio could "stand back and say, 'We've created a new medium—and look at her go.' "

These were the five areas:

- *Rate cards* — "Are your published rates fair for what you have to offer?" If they are, he stated, "stand behind them to all."
- *Programing* — Mr. Mahoney called for "a healthy injection of fresh, young blood."
- *Research* — He expressed interest in an industry-supported rating

THE GOOD HUMOR MAN

39th convention remarks of ex-agency president David Mahoney, '55 broadcaster meeting in Washington was a radio milestone

service, similar to the newspaper ABC.

• *Tv psychosis* — "Stop selling against our newer sister and thus ying the family bonds of radio and v even closer. . . . Let's put the word ell' back into radio.'

• *Sales promotion* — "Most radio romotion is a waste of money . . . 'ieeses from Wisconsin, fruit cake rom Georgia. . . ." Instead of mailing gimmicks, he urged radio to tell a sales story about a successful use of radio on the station.

Mr. Mahoney concluded by saying, "Think big with the confidence of selling a desirable product—not with fear and trembling, but with enthusiasm and daring.

"The future of radio is limited only by the extent to which those in the radio profession allow themselves to be intimidated."

A year later, in 1956, Mr. Mahoney became president of Good Humor Corp. His convictions about radio were not a "sometime thing." The company today places the major portion of its ad budget in radio.

U. S. RADIO has asked Mr. Mahoney once more to evaluate the state of radio, built around the five points of 1955, the last time the NAB convention met in Washington.

What follows is that analysis. Based on his experience as an advertiser, he states, "We know that radio hits hard."

"Six years ago, speaking to an NARTB convention, I had some harsh things to say about the state

'55 RADIO WAS ON ITS WAY OUT, THE STORY WENT

To most observers, radio's problems in 1955 were as much psychological as they were substantive. True enough, the sound medium had been handed a number of severe blows that could be calculated in dollars and cents, like the exodus of network radio sponsors and the drop in gross advertiser expenditures. At the same time, radio was creating its own problems. Its leadership was fleeing to tv and the panic was on. Mr. Mahoney called for radio to keep a cool head.

'61

In the six years since the NAB last met in Washington, radio has made a business-like adjustment to its own problems and has overcome many. It's a different medium today, Mr. Mahoney observes, and radio is the better for it. In analyzing radio's present status, Mr. Mahoney is quick to stress that from his own experience, Good Humor spending in radio has been wise and fruitful.

'55

"IT'S A NEW MEDIUM TO US"

"Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a new medium to us and we find it works. . . . In the hey-day of television, we have seen radio do a better sales job again and again. . . . It seems the radio industry is spending so much time chanting about the number of radio sets that you forget to mention the obvious—that radio can sell goods off the retail shelf. . . . Let's adjust to our changing markets and forget the wailing. Radio is a business. Every other business adjusts and radio rates no favors. Fight to have radio a separate medium."

of the radio business. You'll recall the way things were then: (1) rate card wars, (2) rigid programing, (3) untrustworthy and self-serving research, (4) panic in the face of tv's competition and (5) irrelevant and uninspired sales promotion.

"I felt that I could say those things in all frankness because I had been a proven friend of the industry, and as I had hoped, my criticism was received as constructive. Since that time, I've become a sponsor, one that has leaned strongly — and I think wisely — on the flexibility of radio in advertising our company's product, Good Humor Ice Cream.

"I've been asked to re-assess my criticism of the radio industry in the light of the past six years' experience. Overall, I'd say that there has been a spectacular comeback in many areas; and yet today, from the customer's point of view, radio is the most troublesome and uncertain medium he can buy. Let's analyze each one of the five points I made six years ago, see what's happened in each area and make clear what remains to be done.

"1. *Rate Cards.* You'll remember the time when almost every station had two separate rate cards—for local and national media—and all the prices were 'asking prices.' Furthermore, they were complicated and confusing, practically inviting a buyer to tear them up and start hard bargaining. Radio wasn't selling radio, it was selling price—and the pricecutting made the whole industry cheap.

"What's happened in the past six years? Two very good things: first, most rate cards have been simplified to a point just about equal with an income tax form. This was quite an improvement. Secondly, high frequency packages have been introduced to the industry. Selling a package of 60 or 80 spots for a flat fee lowered costs of selling, induced many advertisers to try saturation radio campaigns for the first time, and proved to a lot of skeptics that 'unpopular' time slots could deliver surprising sales.

"That was all to the good. But after six years, I regret to say that integrity in a rate card is still a rarity in our business. There has been some tightening up, and a small percentage of stations mean what they say on their rate cards and stick to it, but the great majority can be 'talked to.' As an advertiser with my first responsibility to my own company and its stockholders, I am forced to tell our buyers to take full advantage of the rate-cutting that exists. Nothing would delight me more than for those buyers to report that stations were holding the line, with our company as well as our competitors—because that would mean that a simple, honest buy was also the *best* buy that could be made.

"The second point still unresolved under rate cards is that there is still a local-national duality in prices. Radio is local selling and should be priced accordingly. There should not be one rate for national advertisers, one for local. Perhaps it does cost slightly more to handle national business, with national reps, but a rate for all spots could be set that makes allowances for differing profit potential. At the Good Humor Company, we come out with over 80 flavors in the course of a season. The profit in each item varies, but the price of Good Humor does not—we know that we need *all* the items to serve and satisfy our public. We'd be foolish to charge 14 cents for a

'61 "A SPECTACULAR COMEBACK"

"Some six years ago, speaking to an NARTB convention, I had some harsh things to say about the state of the radio business. . . . I felt that I could say those things in all frankness because I had been a proved friend of the radio industry, and as I had hoped, my criticism was received as constructive. Since that time, I've become a sponsor, one who has leaned strongly—and I think wisely—on the flexibility of radio in advertising our company's product, Good Humor Ice Cream. I've been asked to re-assess my criticism of the radio industry in the light of the last six years' experience. Overall, I'd say that there has been a spectacular comeback in many areas. . . ."

vanilla Good Humor and 16 cents for a strawberry shortcake Good Humor—yet that is exactly what is happening in radio. I submit that you are losing valuable time and effort 'making change.'

"Most important of all under the unresolved problems of rate cards is this: it's just too much trouble for the advertiser to bargain for, and then pay for radio time.

"Haggling over the rate card is bad enough, but I don't think there is a business in America today with as antiquated a system of billing as in radio. So many stations have a variety of forms for invoices, which trickle in to the advertiser sloppily made out and often two to three months late. You have no idea how much business is lost because sponsors have the ordinary business desire to be billed in a prompt, neat, uniform manner.

"2. *Programing.* Only half a decade ago, radio was 'cribbed, cabin'd and confined' by the rigid quarter-hour system. Breaking out of this pattern into a flexible, mobile method of operation is the greatest stride radio has made. Making the most of radio's unique capability for local service, individual stations have taken on their own identity. No longer are local stations dominated by a few personalities; today, the personality of the station itself dominates, each of its performers fitting into the 'sound' or pacing of the individual station. And since stations themselves have come individualized, the individual groups that make up the audience can find a 'home' on the dial.

"This development serves both the commercial interest and the public interest. It provides the advertiser with choice of an audience; it provides the listener with choice of a 'sound.' And in an age of specialists, the new fm stations have carried out a unique and exciting role.

"But all good developments, unhappily, lead to abuses. The success of the news-weather-music-traffic 'total service' concept has all too often hardened into a pat formula that milks an area of its immediate profits, with little thought for the future. The scramble for consistently high ratings . . . has brought in a danger to the industry—the speculator who pays too much for a station, squeezes every drop of profit out as quickly as he can and who then sells and gets out. This is the same breed of cattle as the corporate raider on Wall Street, always trailed by suckers who are bound to get hurt.

"Radio suffered quite a black eye during the payola scandals, and made an admirable — and I think successful — effort to clean up the mess. The memory of those days should be a powerful incentive for every station to keep the community interest constantly in mind.

"Radio needs more of the kind of ownership that programs for the long haul, constructing a station personality that will make money, make friends and build long term equity. In recent years, Metro Media, Westinghouse and Corinthian are all good examples of the kind of investors who have become citizens of the communities they serve.

"3. *Research.* Six years ago, most radio research was defensive in nature, aimed at selling against television, conflicting and generally unreliable. There have been real improvements here. More and more, radio research became qualitative,

(*Cont'd on page* 71)

Checking in at NAB? Be sure to

Nielsen Station Index (NSI) has been expanded to include *all* tv stations in the nation . . . over 560 of them. Here, for the first time, is a comprehensive source of station audience facts showing: tv use seasonally, market by market, station by station . . . with time period totals, ratings, audience composition, and other significant performance data . all validated.

Similar information is available for radio in 32 major market areas which account for the bulk of U.S. radio listening.

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Nielsen Station Index
providing actionable facts on radio & tv station audiences
...for marketing decisions
a service of A. C. Nielsen Company
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check out the facts of NSI and NCS!

Nielsen Coverage Service (NCS '61) gives both buyers and sellers of time current information (projected to 1960 U.S. Census) on which to base sales and marketing strategy. Here, for each station, (radio and tv) are reliable figures showing:

. . . the number of homes reached
. . . county by county
. . . day, night; daily, weekly

If you are a buyer of time, NCS '61 tells you whether the facilities you have selected cover your market adequately, or need supplementation.

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For authoritative answers to:
how many? . . . where? . . . how often? visit Suite A100 in the Sheraton-Park Hotel in Washington, D.C., May 7 to 11, or write to the address below.

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14 VIEWPOINTS ON RADIO

Alan Newcomb, WBT Charlotte, N.C., commentator, gestures as he describes the station's Radio Moscow *series, recorded units of Radio Moscow commentary plus six minutes of reply.*

14 broadcasters have 14 different viewpoints on public service programing

WITH the mounting emphasis radio stations are placing on community involvement, public service programing is receiving newly-won attention.

Representative of the diversity in radio approaches were presentations heard last month in Pittsburgh at the Fourth Local Public Service Programming Conference, sponsored by Westinghouse Broadcasting Co.

No fewer than 14 individual broadcasting executives addressed themselves to such matters as "What lies ahead for radio programing in the community?" and "How should a radio station handle its responsibility to report the news?"

Mark Olds, program manager, WNEW New York, asks, "Should a station be all things to all people?" He thinks not. He believes a station should define the kind of audience it wants to pursue and then go after it with appropriate programing.

The practice of comparing various types of radio should be halted, Mr. Olds comments. "The good in each type should be acknowledged and stations should be evaluated in terms of how well they succeed in serving the audiences they are aiming at." In selecting programing, Mr. Olds declares there is no substitute for a broadcaster's "own professional judgment."

In the area of public service programing, the program executive believes the most important factor is a station's "intent."

"Do you just want to be a 'good Joe' or do you want to do something and create something? The

Methods that "general" broadcasters can use to give greater attention to specialized groups are explained by Arnold Hartley, Key Broadcasting.

"There is an essential pattern of change in radio that is evolutionary," contributes Dom Quinn, program manager, KDKA Pittsburgh.

To the right of Mr. Quinn, Ivan Smith, Australian Broadcasting Co., believes that American radio needs "quality speech programs."

Mark Olds (foreground), program manager, WNEW New York, declares that a station should define the audience it wants to reach.

form of the public service effort is not the primary thing.

"We believe in spots. WNEW pioneered in short-take programing. We sell radio in spot schedules because of its cumulative reach and we program the same way. We believe you can create more attention through a series of spots. Therefore, our public service programing is done this way."

There are three different types of public interest spots on the station: (1) routine announcements that an organization provides; (2) spots that are written and produced by the station for special causes that it wants to champion, and (3) announcements performed by a station personality in his own individual style. Mr. Olds cautions that the last type of spot must feature a cause in which the personality believes if it is to be effective.

Jules Dundes, vice president and general manager, KCBS San Francisco, believes that "radio is neither a business nor an art, but an exciting mixture of both. Radio must adjust to the rapid changes of our living."

One of the great challenges to broadcasters, he says, is how to satisfy people with changing forms of radio.

"If listeners ever wanted more than music, then they want more now."

To illustrate, Mr. Dundes refers to *Dimension*, short segments of recorded talk designed for integration into the local schedules of CBS-owned radio stations. "It is foreground programing for foreground listening."

The elements of *Dimension* are talk (but not chatter) and conversation, he explains. The object of the program is to provide or discuss an idea. "It gives a local air personality a chance to talk intelligently with his audience (before or after the recorded piece) adding dimension to the station and the personality."

Dimension takes many different forms:

- Celebrity human interest pieces.
- "Year 2,000" — projections on what life will be like then (for example, an interview with AT&T executive on what the telephone will be like then).
- Bennett Cerf anecdotes.
- Dorothy Kilgallen interviews with "people you'd like to know."
- "Yesterday's Hero"—interviews with American heros of yesteryear and accounts of their accomplishments.
- Dramas— featuring American portraits and life (for example, Raymond Massey in "Stonewall Jackson").

Mr. Dundes states that the *Dimension* library now has over 1,000 cuts, not counting special local pieces that stations make on their own.

Alan Newcomb, commentator, WBT Charlotte, N. C., host of the station's *Radio Moscow* series, terms Russian radio a "formula station." He says "it is a carefully planned format to promote the Communist line."

WBT records on tape about 20 hours of Radio Moscow a week. It selects the most representative commentary and breaks this down into five- or six-minute units for on-air presentation. After each segment, the station provides about six minutes of reply to the Radio Moscow commentary.

Based on his experience in monitoring Radio Moscow, Mr. Newcomb declares, "We need some of the communist dedication in serving our own purposes. Totalitarian radio has declared war on private radio. The Communists play on what they consider our chief weakness—no conscious coordination of effort directed towards a single goal. We must assure cooperative effort through enlightened self-preservation."

If broadcasters are going to do their share protecting the things America holds dear, they should admit their "personal involvement and do something to preserve the profit and loss statement itself."

Ken Draper, program director, KSTT Davenport, Iowa, says public service should underlie everything that a radio station does. He presents a simple formula that his station used in finding out what to program. "Go to your listeners and ask them what they need and want from their radio station."

The station did just that in transforming its farm programing from a 45-minute block to a streamlined *Accent on Agriculture,* in which markets and prices are stressed in short segments.

In the area of public service discussion programs, Mr. Draper says KSTT's *Public Forum* (daily, 9 to 9:55 a.m.) has created considerable comment and has been responsible for bringing many needed com-

(*Cont'd on page* 83)

With his back to the camera at right, Jules Dundes, vice president, KCBS San Francisco, outlines the features of Dimension, *short recorded segments of talk programing on CBS-owned radio stations.*

new world of radio equipment . . .

KEYED TO THREE TRENDS

These are the pacesetters at the 1961 NAB equipment display: Transistorization, Miniaturization and station Automation

IN the continuing effort to refine and streamline broadcast equipment, the transistor has become not only the keynote of this year's equipment display at the 39th annual NAB convention, but also the pivot upon which future developments are turning.

Linked to this is the trend toward miniaturization—smaller and more compact units, from the transmitter console to the tape recorder.

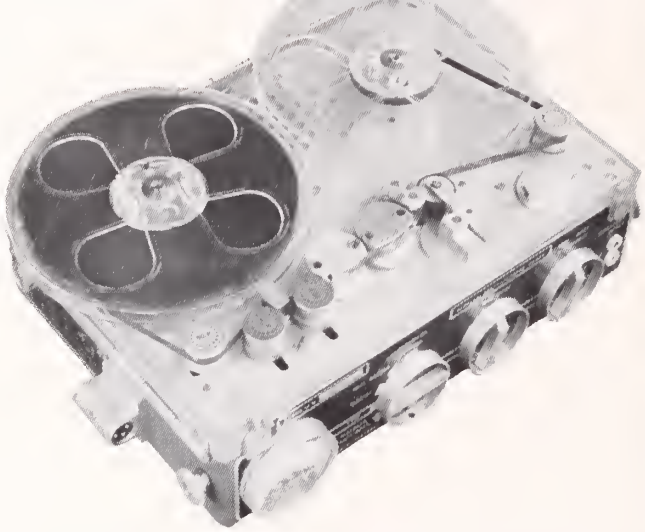
Indications are that automation which was just appearing on the horizon at last year's NAB meeting is now coming into clear focus.

What does all this mean?

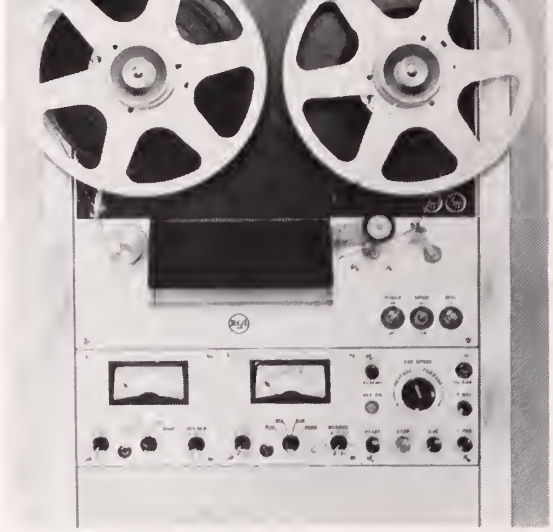
It means a greater ease in the handling of station equipment by non-technical executives. It means greater flexibility and quality in such areas as the remote broadcast through the portability of items like the miniature tape recorder. It means increased operational efficiency in time and manpower that can free the broadcaster from heavy and awkward burdens.

Here is a sampling of products being displayed in the new world of radio equipment by manufacturers and distributors responding to the U.S. RADIO NAB survey. All equipment displays, listed in italics as *Exhibit space*, are at the Shoreham Hotel. Many of the equipment manufacturers also have hospitality suites listed on p. 50.

ELECTRONIC APPLICATIONS' AKG D-19 MICROPHONE AND ST-200 STAND



SWISS MADE NAGRA PORTABLE TRANSISTORIZED TAPE RECORDER



RCA'S NEW RT-21 AUDIO TAPE RECORDER

• **Radio Corporation of America** is highlighting several new products at this year's NAB convention. The BTA-1R, a 1,000 watt am transmitter, according to RCA, "integrates the various requirements for increased power, remote control and Conelrad while staying within the limits of standard circuitry." One special feature of this transmitter is its easy adaptability to remote control operation.

Another featured transmitter is RCA's new 1,000 watt fm transmitter capable of handling either conventional or multiplex operations. An added convenience of this transmitter is the accessibility of the exciter which tilts out for easier servicing. The RT-21, a new professional audio tape recorder, features "an all-transistor design, easy speed change, interlocked record operation, variable cue speed control and half- or quarter-track recording."

The RT-7, the firm's new cartridge tape recorder, features automatic cue, an all-transistor design, remote control, plus interlocked recording and accurate timing. (*Exhibit space Main Ballroom*)

• **Collins Radio Co.** is featuring its automatic tape programing equipment along with many of its other broadcast products. Of special interest is the Collins' restyled and redesigned am and fm transmitters and a new three-channel remote. Because it is self-contained, the new fm transmitter can be adjusted without taking it off the air. Also new is the 20V-3 am transmitter whose key parts are described as easily accessible.

Collins states its entirely transistorized 212H three-channel remote amplifier is "about the size of two stacked Sears Roebuck catalogs." It has a built-in phone equalizer on two of the three channels which allows quick switching between the phono and mike positions. (*Exhibit space* 31)

• **Gates Radio Co.** is featuring several new products including an automatic Spot Tape Recorder, a portable cartridge tape production unit, a new transistorized plug-in amplifier system and new fm transmitters for 20, 15, 10, seven and a half, and five kilowatts.

On the Spot Tape Recorder, remote call-up can be made on any one of the 100 tape tracks by means of selection of a digital number from zero through 99. The portable tape unit enables recording at any station location.

The new fm transmitters feature such developments as built-in remote control, longer tube life, lower cost and quieter operation. (*Exhibit space* 30)

• **Ampex Audio Co.** is displaying its 351 series of radio broadcast recorders and its 601-2 portables.

The new Ampex 354 model features a dual-channel chassis that fits into the same space as the single-channel of the 351 model. This provides "a two-channel console model and a rack mount version that fits into the same rack space previously occupied by a single-channel recorder." The 601-2 portable two-track stereophonic recorder accomodates tapes with "50 percent extra playing time" that gives the broadcaster 48 minutes of stereophonic recording time at seven and a half i.p.s. from a seven-inch reel. (*Exhibit space* 28)

• **General Electric's** custom work for the new WFAA-AM-FM-TV Communications Center in Dallas is described as being of particular interest to broadcasters. The audio system is completely transistorized. A stereo master control switching facility for am, fm and tv sound contains 11 stereo or 22 monophonic input channels. (*Exhibit space* 29)

• **Programatic Broadcasting Service** is showing the latest model of its completely automated radio service and will provide demonstrations by playing the tapes of Programatic's "O-Vation-Music" programs. The machine will operate automatically for up to eight hours a day. (*Exhibit space* 5)

• **International Transmitters & Antennas Inc.** is featuring its line of one and five kw am transmitters; two- and three-channel and stereo consoles; one, five, 10 and 35 kw fm transmitters; the instant locating, instant cueing, maximum capacity Simplexer for station automation as well as other allied equipment. (*Exhibit space* 24)

• **Fisher Radio Corp.** is displaying its new fm tuner, the Fisher fm-broadcast monitor, model FM-1000. The tuner can be used for relay reception and re-broadcasting of fm transmissions. Another product, the

AMPEX 351 AND 352P TAPE RECORDERS

GATES' NEW 20 KW FM TRANSMITTER (FM-20A)

A sample of the new and wonderful world of recorders, transmitters, and program repeaters displayed at the NAB meet

model X-1000 stereo control and power amplifier will "handle the most complex music wave forms without any trace of distortion," Fisher says. The Fisher Spacexpander, model K-10, supplies "the reverberation normally heard in acoustically perfect concert hall."

The Fisher fm-broadcast monitor, model FM-200-R, is the rack-mounted version of the FM-200 wide-band fm tuner. (*Exhibit space* 34)

• **Schafer Custom Engineering,** a division of Textron Electronics Inc., is displaying these products: Broadcast automation system (Model 1200) providing complete station automation; new Schafer spotter, S-200A; all new Schafer cartridge recorder 3000; the Schafer remote control system 400-R, and the firm's major attraction, the model 600, new minimum cost broadcast automation system. (*Exhibit space* 21)

• **Tower Construction Co.** has two new product types. One is the microwave prebuilt portable buildings that are shipped by rail or truck already assembled. These are designed for quick and easy installation. The electrical components are installed before being shipped from the factory. Tower is also introducing its new fibre-glass antenna covers. (*Exhibit space* 42)

• **Bauer Electronics Corp.'s** 707 model, a 1000/250 watt am transmitter, is being displayed again this year in kit form. Other featured products include the "Spot-O-Matic" cartridge tape system and a new remote control system, the SEL model TC-22. (*Exhibit space* 7A) ment. (*Exhibit space* 18)

• **Standard Electronics** is presenting its new 20 kw fm amplifier. The new amplifier can be driven by an existing 5 kw transmitter to effect a total output of 30 kw. To do this, Standard Electronics incorporates into the design of the amplifier its 5924-A vacuum tubes which are now in use in all its existing fm equipment. (*Exhibit space* 18)

• **MacKenzie Electronics Inc.** is displaying its "MacKenzie Instant Audio" automated multi-channel program repeaters, single-channel program repeaters and recorder playback units. (*Exhibit space* 15)

THE MACKENZIE ELECTRONICS "INSTANT AUDIO" PROGRAM REPEATER

• **Continental Manufacturing Inc.** is introducing an fm/multiplex modulation monitor. "Frequency and modulation of both main channel and sub-channel are monitored separately and simultaneously," says Continental. Other new items include a completely transistorized fm multiplex receiver designed for fm music services, and two transistorized audio/PA amplifiers at eight and 32 watts each. (*Exhibit space* 23)

• **General Electronic Laboratories** is demonstrating its Rust remote control system plus one and 15 kw transmitters. According to the firm, the basic features of the transmitter line include "a crystal-control modulation system, a field-proven multiplex exciter and subchannel combination and direct power output determination by a self-contained wattmeter. (*Exhibit space* 12)

• **Hughey & Phillips Inc.** is exhibiting its new tower lighting isolation transformers, its remote lamp failure indicator system as well as demonstrations of tower light control and alarm units. (*Exhibit space* 4)

• **Gotham Audio Corp.** is showing its line of Neumann microphone systems and the Neumann AM-131 disc recording lathe that features a three-speed synchronous motor drive without belts, gears or chains. (*Exhibit spaces* 34A and 34B)

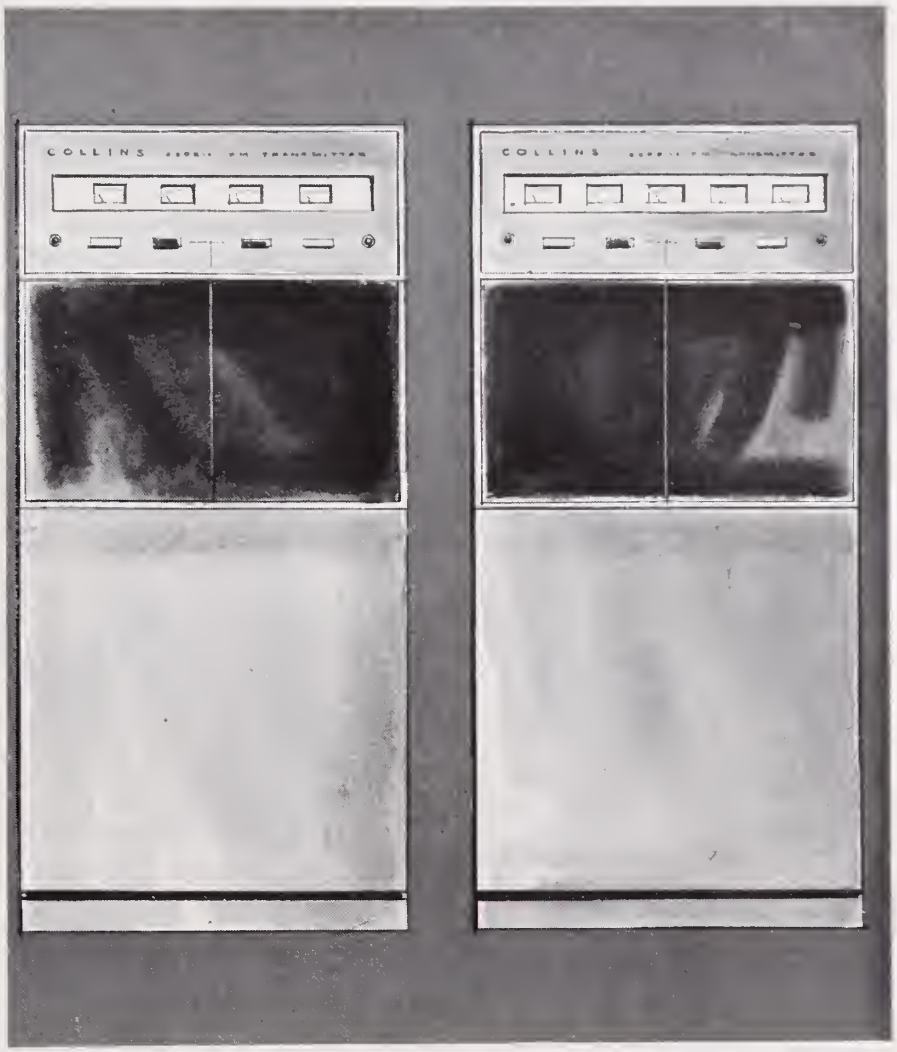
Collins creative engineer-design team is about to unveil three new Collins creations: an AM transmitter; FM transmitters; and a 3-channel remote amplifier. But the fact that these three broadcast units have so many outstanding features is the real news. It's also the reason the Collins creative team looks so proud in this picture.

COLLINS RADIO COMPANY

The three new pieces of equipment were not only designed at Collins, but will also be Collins manufactured. This is to assure the quality controls that are responsible for Collins reputation. Obviously, these units haven't been unveiled yet — they're still in the crates, but here are the drawings and some initial information.

COLLINS

CEDAR RAPIDS • DALLAS • BURBANK



Collins AM TRANSMITTER: completely and conveniently accessible throughout because the RF and audio chassis swing out and the power supply tilts up so that all components are exposed. The new AM transmitter's highly stable crystal – a concept pioneered by Collins – eliminates the necessity for the old-fashioned crystal oven. The transmitter also features direct forced air cooling, not just ventilating fans, as in many other AM transmitters. These are just some of the features of the new Collins 20V-3 1,000 watt AM Transmitter. Of course, one of its biggest advantages is that it's quality manufactured and custom tested at Collins, where each component is a personal thing with Collins engineers.

Collins FM TRANSMITTER: based on the outstanding, time-proven Collins 730 series, the new Collins 250 watt 830B-1 FM Transmitter is shown here with an accompanying amplifier which boosts its power to 5000 watts (830E-1). This FM transmitter has been "humanized" to make operation exceedingly simple (its vertical panel construction is one of the reasons)–all components are quickly accessible and all adjustments can be made without taking the transmitter off the air. Each part has been carefully assembled, tested and integrated into the transmitter, at Collins. You'll also be surprised at the Collins FM transmitter's exceptional efficiency.

Collins REMOTE AMPLIFIER: a compact (about the size of two stacked mail order catalogs), 3-channel amplifier that is transistorized throughout. The 212H-1 has a built-in phono equalizer on two of its three channels to provide immediate cuts between phono and mikes. Eliminates equalizer and equalizer pre-amp. This new amplifier also includes a multiple tone generator: 100, 1000 and 5000 cps for immediate frequency response checks. Best of all, this remarkable new Collins remote amplifier is competitively priced.

This, and other new Collins broadcast equipment will be shown for the first time at the NAB Show, May 7-10. For descriptive literature and complete specifications write Collins Radio Company, Broadcast Sales, Cedar Rapids, Iowa.

Where They Are at the NAB

A listing of the exhibit space and hospitality suites for: equipment manufacturers and distributors, radio networks and representatives, program services and service groups.

RADIO EQUIPMENT MANUFACTURERS

(All *"space"* locations are in the Exhibition Hall, Shoreham Hotel; parentheses indicate location of hospitality suites). Aitken Communications Inc., *space 25-A;* Alto Fonic Tape Service, *space 41* (Shertton Park, C-252-4); Ampex Audio Co., *space 28;* Automatic Tape Control Inc., *space 6* (Shoreham, F-207); Bauer Electronics Corp., *space 7-A;* Collins Radio Co., *space 31* (Shoreham, E-300); Continental Electronics Mfg. Co., *space 16* (Shoreham, E-200); Continental Mfg., *space 23* (Shoreham, G-200); Electronic Applications Inc., *space 43;* Fisher Radio Corp., *space 34;* Gates Radio Co., *space 30* (Shoreham, E-100); General Electric Co., *space 29* (Shoreham, G-600); General Electronic Laboratories Inc., *space 12* (Sheraton Park, D-404-6); Gotham Audio Corp., *space 34-A* & *34-B* (Sheraton Park, B-223-5); Hughey & Phillips Inc., *space 4* (Shoreham, E-209); International Business Machines, *space 37-A;* ITA Electronics Corp., *space 24* (Shoreham, G-309); MacKenzie Electronics Inc., *space 15;* Magne-Tronics Inc., *space 37* (Shoreham, E-709); Minneapolis-Honeywell Regulator Co., *space 45;* Minnesota Mining & Mfg. Co., *space 22;* Moseley Assoc., *space 35-B;* Profit Programming Inc., *spaces 35-C* & *35-D* (Sheraton Park, A-406-8); Programatic Broadcasting Service, *space 5* (Sherton Park, B-423-5); Radio Corp. of America, Main Ballroom (Shoreham, G-100); Schafer Custom Engineering, *space 21* (Shoreham, C-404); Sony Corp. of America, *space 36;* Standard Electronics, *space 18;* Sarkes Tarzian Inc., *space 1* (Shoreham, D-802); Tower Construction Co., *space 42;* Utility Tower Co., *space 7* (Statler Hilton); Visual Electronics Corp., *space 11* (Shoreham, G-609); Vitro Electronics, *space 20* (Sheraton Park, B-523-5).

NETWORKS

ABC Radio (Sheraton Park, B-220); CBS Radio (Shoreham, C-500); Keystone Broadcasting System (Sheraton Park, D-700-02); MBS (Sheraton Park, E-420); NBC Radio (Sheraton Park, B-320).

RADIO REPRESENTATIVES

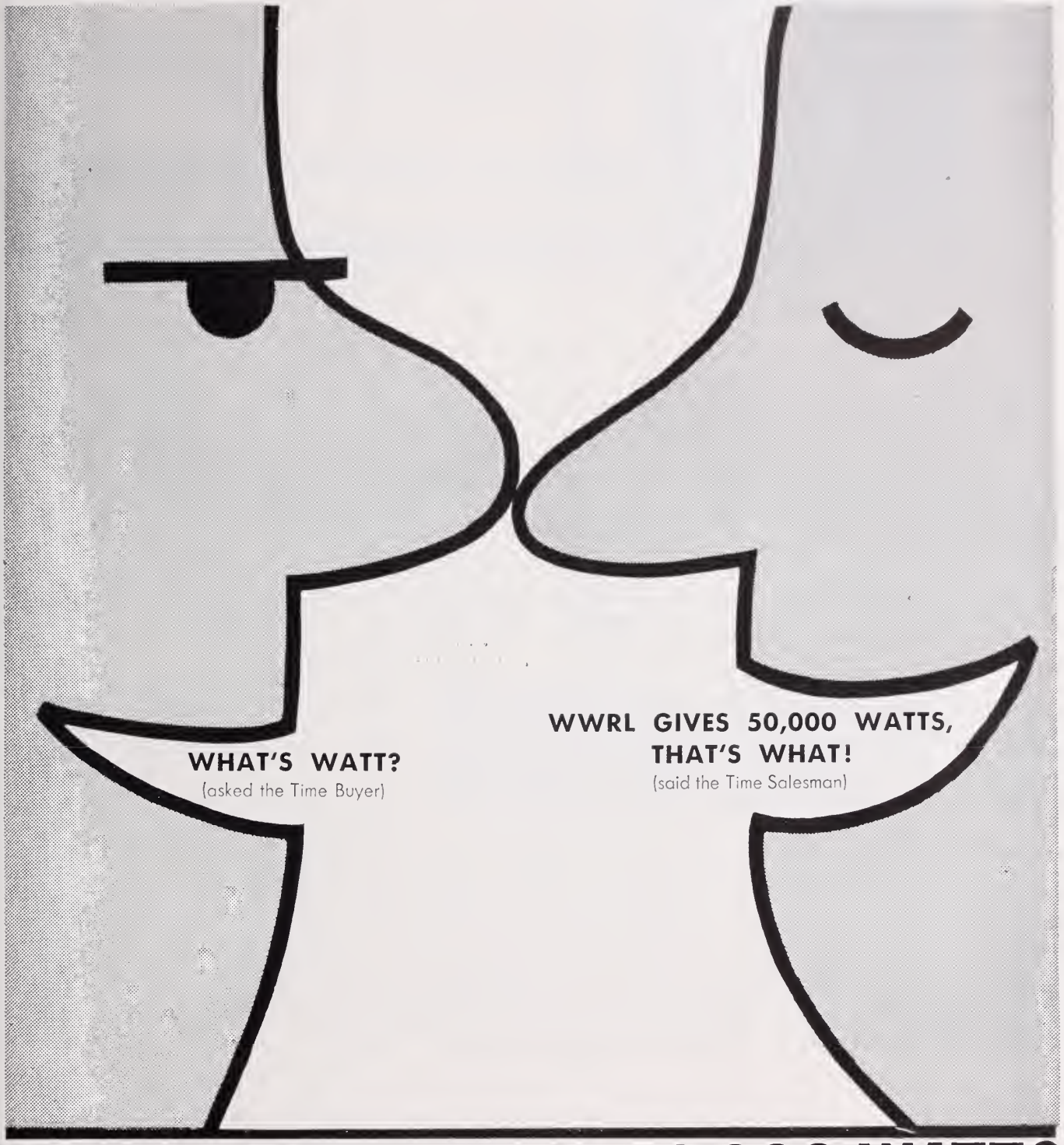
Alaska Radio Sales (Ambassador); AM Radio Sales (Jefferson); Avery-Knodel (Sheraton Park, E-426-8); Elisabeth M. Beckjorden (Shoreham); Charles Bernard and Country Music Network (Mayflower); John Blair (Hotel Washington, 205-06-07); Bolling (Sheraton Park, B-500); Branham (Mayflower); Broadcast Time Sales (Willard); Henry I. Christal (Sheraton Park, M-458-60); Devney Inc. (Mayflower); Bob Dore (Sheraton Carlton); Robert E. Eastman (DuPont Plaza); Everett-McKinney (Shoreham); Gill-Perna (Sheraton Park, E-320-22); George P. Holingberry (Sheraton Park, F-340-41); Bernard Howard (Shoreham); H-R Reps (Sheraton Carlton, 400); Katz (Sheraton Park, E-520-22); Jack Masla (Statler Hilton); Daren F. McGavren (DuPont Plaza); Meeker (Sheraton Park, E-620-22); NBC Spot Sales (Sheraton Park); Peters, Griffin, Woodward (Mayflower); John E. Pearson (Hay-Adams); Edward Petry (Shoreham 100-C); Radio-Tv Reps (Sheraton Park, D-600); Paul H. Raymer (Sheraton-Carlton); Roy V. Smith Assoc. (Ambassador); Spot Time Sales & Western Fm Sales (DuPont Plaza); Vernard, Rintoul & McConnell (Sheraton Park, 489-91); Walker-Rawalt (Sheraton-Carlton); Grant Webb (Sheraton Park); Weed (Mayflower); Adam Young (Sheraton Park, C-140).

SERVICES

Associated Press (Sheraton Park, Franklin Room); Broadcast Advertisers Reports Inc. (Sheraton Park, M-658-60); Broadcasters' Promotion Assoc. (Sheraton Park, E-330-2); Futursonic Productions Inc. (Statler Hilton); Harry S. Goodman Productions Inc. (Sheraton Park, A-211-15); Hal Holman Co. (Shoreham, A-601); Lang-Worth Feature Programs Inc. (Shoreham, G-509); A. C. Neilsen Co. (Sheraton Park, A-100); Pams Productions (Sheraton Park, B-623-5); The Pulse Inc. (Sheraton Park, F-140-41); RCA Recorded Program Services (Shoreham, D-204-6); Record Source Inc. (Sheraton Park, M-589-91); Raymond Scott Enterprises (Windsor Park); SESAC Inc. (Sheraton Park, B-520-22); Standard Rate & Data Service Inc. (Sheraton Park, E-120-22); Richard H. Ullman Inc. (Shoreham, C-103); World Broadcasting System Inc. (Sheraton Park, M-689-91).

TRADE PUBLICATIONS

Advertising Age (Sheraton Park, D-200); Broadcasting and Television Magazine (Sheraton Park, Madison Room); Printers' Ink (Sheraton Park, S-540-41); Radio-Television Daily (Shoreham, E-400); Sponsor (Shoreham, G-803); Television Age (Sheraton Park, E-526-8); Television Information Office (Sheraton Park, A-511-15); Tv Guide-Tv Digest (Sheraton Park, D-706-8); U.S. RADIO and U.S. FM (Shoreham, G-803); Variety (Shoreham, B-300).

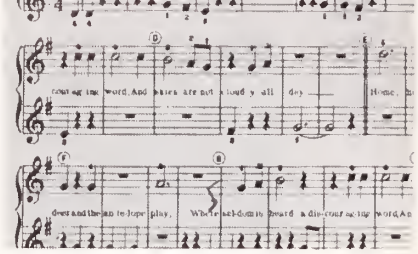


NOW! WWRL GIVES 50,000 WATTS

(Effective Radiated Power)

There's a big new sound in town . . . aimed at New York's big Negro/Puerto Rican market. And WWRL gets to the heart of this market with 50,000 watts of effective radiated power (thru high efficiency antenna array) in its major lobe . . . the area where most Negro/Puerto Rican families live. Remember: your dollar buys *sell* on WWRL.

New power! Louder & clearer to reach New York's big Negro/Puerto Rican Market



COMMERCIAL CLINIC

REALITY IN HUMOR GOOD COMMERCIAL MIX

Competition for the listener's ear prompts ad agencies across the country to seek out special techniques that create attention. Very often these methods, because they stem from an agency's operating philosophy, actually become an ad shop's hallmark.

Use of humor is currently at the forefront of attention-getting devices. And the way humor is applied very often represents an agency's trademark.

A highly defined image can be attributed to Papert, Koenig, Lois, New York, the talked about advertising firm that has taken such strides in its short history. An indication of the tack that is followed in the use of humor in its creative work is given by Julian Koenig, the young agency's young president and former copy specialist at Doyle, Dane Bernbach, New York. "We don't use a humorous approach to the copy. The humor is derived from the *reality* of the situation; so if we put it in terms of a human experience, the humor will take care of itself."

While he doesn't deny the value of humor, Mr. Koenig asserts that the use of humor can be overdrawn. "To our way of thinking, humor is only a tool, but the basis of the copy is in reality. And to this we add good taste, steering clear of the conventional and hysterical nonsense that is inflicted upon much of today's advertising. We are trying to avoid the stereotype and I think we accomplish this by showing people as they really are."

Humorous effect, as opposed to affected humor, was the result of a PKL effort to sell pickled green beans.

Last summer, two New Jersey school teachers went to PKL with their own home made product, Dilly Beans. The prime challenge for PKL was to develop a commercial program that would introduce this unusual product into the highly competitive New York market.

The key to success lay in the careful creation of the commercial copy which was presented over WQXR-AM-FM.

JULIAN KOENIG is copy specialist and president, Papert, Koenig, Lois.

DILLY BEAN campaign is typical of the agency's creative trademark.

The radio copy generally features a man and a woman involved in cocktail party chatter discussing the merits of the Dilly Bean:

(COCKTAIL PARTY SOUNDS)

GIRL: *Do you think Dilly Beans will replace peanuts and pretzels?*

MAN: *I never discuss politics.*

ANNCR: *We will now have 45 seconds of music to eat Dilly Beans by.*

MUSIC BRIDGE

ANNCR: *Dilly Beans are crisp green beans pickled in vinegar and dill. If your friendly neighborhood grocer doesn't have a jar—knock something off a shelf on the way out.*

Because demand far exceeded supply at the beginning of the campaign (before PKL, distribution was about 25 cases a week; this figure jumped to 1,500 weekly once the campaign was under way), listeners reported trouble in finding grocery stores that carried them. Once again PKL displayed its agility in easily adapting to the situation by coming up with this one:

SHE: *Let's go buy Dilly Beans.*

HE: *Great.*

SHE: *Bundle up.*

HE: *It's 90 degrees outside!*

SHE: *It may be the middle of winter before we can find a store that's got them.*

HE: *We now have 45 seconds of music to hunt Dilly Beans with.*

(VOLGA BOAT SONG)

As a tool, humor is fine garnishment of copy (an example of PKL's well-tooled humor: "Break the smoking habit—eat Dilly Beans). As the single means to the end of selling, it can smother the advertiser's purpose.

EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!

—and the biggest pace-setting change is on

WFAA • 820 • RADIO

"SOUTHWEST CENTRAL" . . . a completely new format with the emphasis on *electronic journalism* is the key to the great new sound on WFAA-820 RADIO in Dallas! Backed by the biggest advertising campaign in WFAA's history, all North Texas is finding a radio "home" that's informative and delightfully entertaining day and night! Originating from our new multi-million dollar "Communications Center" with all new equipment, WFAA-820's powerful 50,000 watt clear channel voice beams "Southwest Central" to an area of over 5 million people!

NEWS NBC News on the Hour followed by 5 minutes of State & Local News!

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

WFAA 820 RADIO DALLAS

BROADCAST SERVICE OF THE DALLAS MORNING NEWS

RADIO FOCUS: IDEAS

TELLING workers behind the Iron Curtain a little about the American way of life are these two union stewards at the Pabst Brewing Co. The Voice of America broadcast was recorded at Milwaukee's WTMJ.

CELEBRATING the KBIG Santa Catalina promotion of Trewax are: (l to r) Harry Fox, Trewax president; Bob McAndrews, station manager, Jon Ross of the Tilds & Cantz agency and Jerome Fox, Trewax v.p.

RADIO NEWSMEN George Brown (seated) of WOR New York and Len Whartman, resident correspondent for MBS, prepare copy for their newscast on the Eichmann trial. The light colored box on Whartman's belt is special receiving set leased by Israeli government that provides four separate translations.

ROSIN on the bow and away they go in Portsmouth, N.H., where WHEB held its Spring Hay Ride. Over 200 townspeople joined in the fun and festivities. While the station sponsored affair, Heart Fund contributions were accepted.

NATIONAL DEFENSE promotion at KTRH Houston involved the placing of disc jockey Eric Goldmar in a sealed shelter.

RADIO FOCUS: IDEAS
continued p. 58

Michigan Week
May 21-27

New horizons are dawning everywhere in mighty Michigan, center of the dynamic Great Lakes region. In industry, science, transportation, community development, and other fields, exciting new projects are pointing the way to even greater economic strength and vitality.

We invite you to march forward with Michigan—to share in the benefits of its growth and expansion. A good place to start is the WWJ Stations in Detroit, basic sales media in the business heart of the state.

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Now ready to use...SRDS consumer market

SRDS May issues reflect actual market conditions reported in the 1960 census

Now you have at your fingertips the final, authoritative figures based on the 1960 census (the-once-in-ten-year anchor figures upon which interim-year population and household estimates will be based.) This consumer market data in SRDS, current as of January 1, 1961, is selectively compiled and correlated for the special needs of people who use market data for media planning.

SRDS Spot Radio, Spot TV and Newspaper books contain latest figures on population, households, consumer spendable income and retail sales by states, counties, cities and the standard metropolitan statistical areas, as well as their new definitions as issued by the Bureau of the Budget.

Panel of media buyers shows strong reliance on SRDS media/market data and maps

In 1959 a national panel of 250 media buyers was formed to provide reliable information on the uses to which the SRDS books are put and to guide us in the development and improvement of SRDS services.

In the spring of 1960, two panel studies revealed the following pattern of use and indication of adequacy of SRDS maps and market data:

SRDS Editions	Maps or market data sections	% who USE	% who favorably evaluate ADEQUACY
Newspaper Rates & Data (N-94)	Maps	90.4	86.2
	Consumer Market Data	83.0	84.1
	Ranking Tables	80.9	85.1
Spot Radio Rates & Data (N-86)	Maps	97.7	89.5
	Consumer Market Data	94.2	94.2
	Ranking Tables	90.7	93.1
Spot TV Rates & Data (N-89)	Maps	97.8	87.7
	Consumer Market Data	95.5	93.3
	Ranking Tables	92.1	92.1

From this panel response, it seems reasonable to conclude that, in the normal process of market selection and media evaluation, market information and media information go hand-in-hand. Having them together in SRDS is a great convenience to both buyer and seller of space or time. So it makes sense for a medium to register its *whole* sales story by advertising its market and market coverage in the market data sections of SRDS and its special values as an advertising medium on the listing pages.

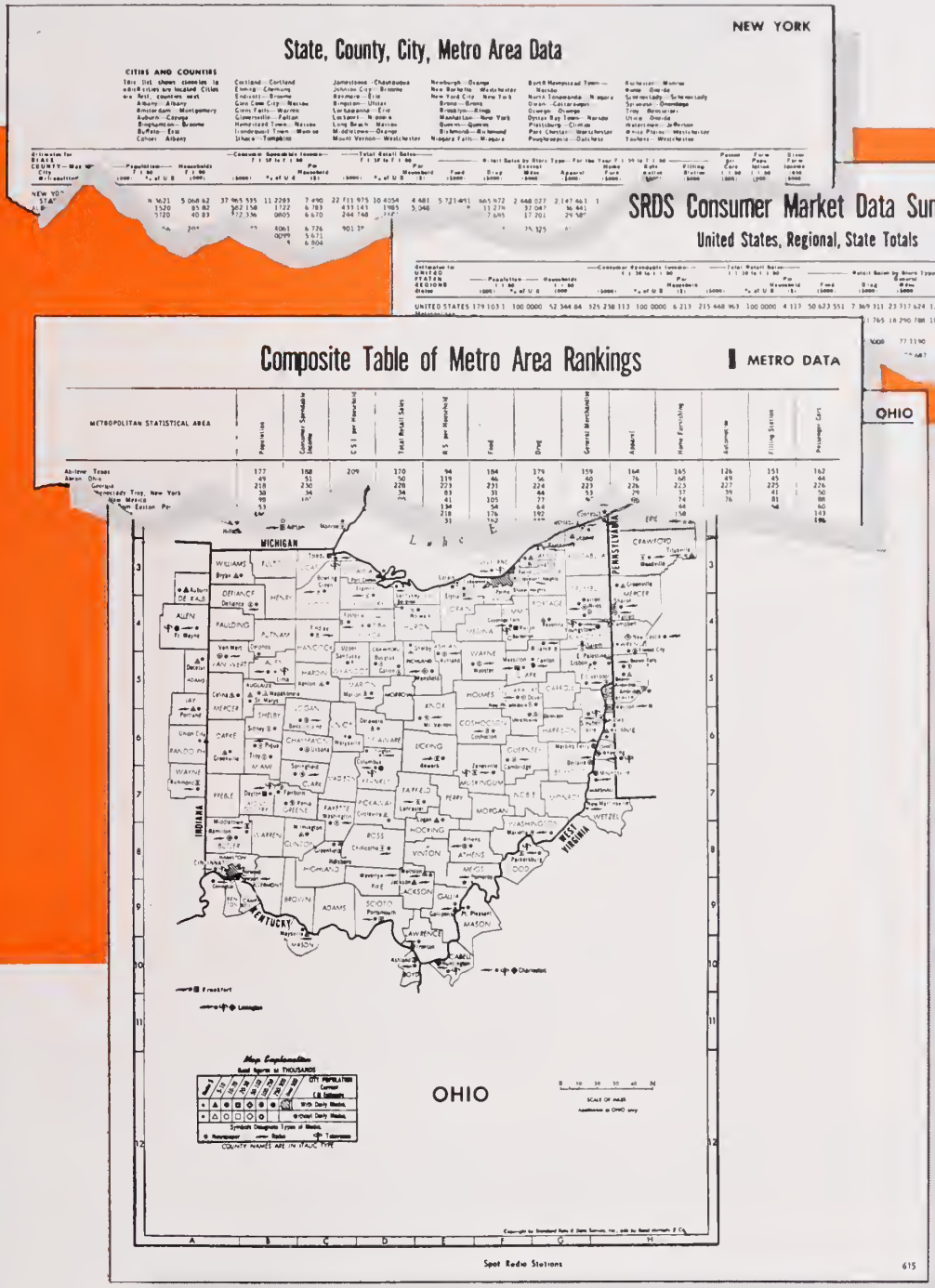
Note: To correlate USE of maps and data with user evaluation of ADEQUACY, only those panelists who answered BOTH questionnaires are recorded here. This number indicated in chart.

An exclusive, monthly media/market data service

Widely used by buyers of media because of all-in-one place convenience —

SRDS is the only service in the country that provides buyers of media with latest consumer market data, media maps, media listings all in one place, every month.

data based on FINAL census reports



SRDS media/market maps are revised regularly to give a quick, accurate picture of the over-all market . . . population concentration, type of daily media available, county outlines, and cities.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-Buying Function

C. Laury Botthof, *President and Publisher*

5201 Old Orchard Road, Skokie, Ill., YOrktown 6-8500

SALES OFFICES: SKOKIE • NEW YORK • LOS ANGELES • ATLANTA

WSBT...

1ST

...IN RADIO FOR THE 40th CONSECUTIVE YEAR IN THE GREAT SOUTH BEND, INDIANA MARKET!

5000 Watts . . . The Most powerful in Northern Indiana

960 KC
WSBT
SOUTH BEND, INDIANA
FIRST IN SOUND ADVERTISING

RADIO FOCUS/IDEAS

Cont'd from page 54

PROMOTION

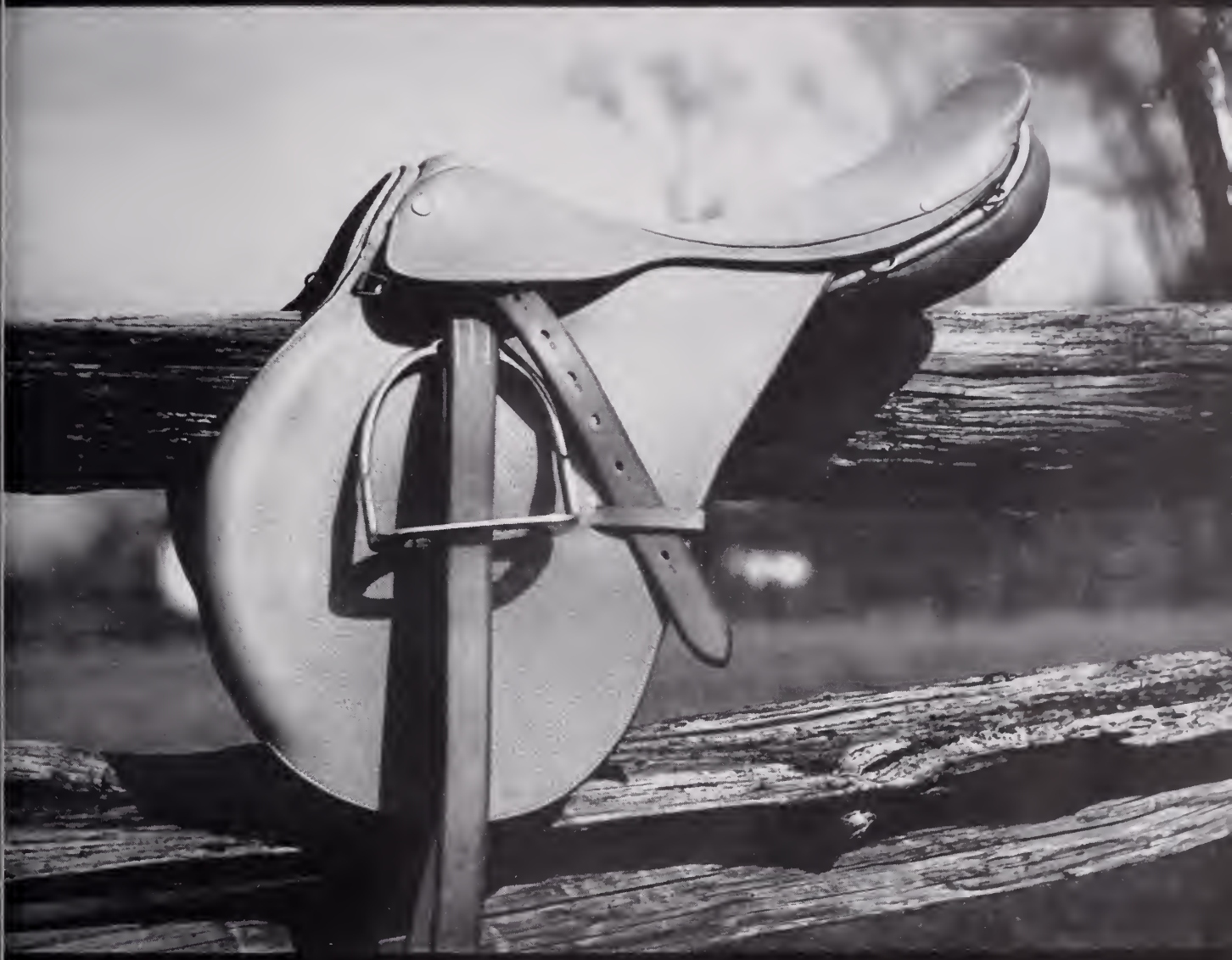
In an effort to save the central New York area from a possible unemployment problem, **WONG** Oneida went on the air with an appeal to the public spirited citizenry. The difficulty arose when it was learned that the Air Materiel Section of nearby Griffiss AFB was subject to a shutdown by the Air Force. A citizens' committee meeting was held one evening and the next day WONG began a 12-hour appeal for signatures for a special telegram, to be sent to President Kennedy, describing the unemployment hazard of shutting down the section of the Air Base that employed over 6,200 local civilians. The station and the committee were able to attach about 10,000 signatures to the telegram over which, the station states, "the President became very interested and asked to see." . . . **WIP** Philadelphia is publishing its Tunedex (a listing of the top songs and albums) in braille, for the benefit of the institutions for the blind in the area. . . . An opportunity to win one of 281 prizes is being offered to the listeners of WQXR New York who take advantage of a "50 words or less" contest on why they like to listen to the station. The promotion is being carried via on-the-air announcements, space ads in several New York papers and direct mailing to approximately 100,000 persons. First prize is a three-week trip to Europe. . . . **KRAK** Sacramento painted some bus stop benches that promoted the station; then promoted that promotion by asking listeners to write in the location of the benches. Design on the benches introduces the new logo-type of KRAK. . . . **WIBG** Philadelphia asked its listeners to call a specific telephone number for a message from Ironwear Hosiery. The station states that 500,000 listeners made calls to the number at a rate of over 6,500 per commercial. . . . Final tabulation on the response to **WRCV** Philadelphia "Big Band First Anniversary" promotion showed that 12,511 cards and letters favoring continuation of the Big Band policy were posted to the station. . . . The heart beats of a celebrity is the first in a series of clues given by **WQXI** Atlanta towards the discovery of name of the celebrity. New clues are given daily in a descending order of difficulty. Winners get a three-day trip to the Kentucky Derby. . . . Mother's Cookies of Oakland and **KCBS** San Francisco promoted each other at the San Francisco Home and Hi-Fi Show by filling a jar with Mother's Cookies and then asking visitors to the KCBS booth to guess the number of cookies in the jar. KCBS reports that nearly 5,000 entries were received. Winner was awarded an all-expense, three-day trip for four to Reno.

PROGRAMING

The Eichmann trial, and the "Man in Space" probe are presently limelighting radio journalism. Much of the credit for the fast, accurate coverage that American broadcasters are giving to the Eichmann trial goes to the Israeli government for its arrangement of press facilities there, especially the four-channel transistor radio providing translations. In addition to the network coverage, many individual stations either on their own, or through various services, are devoting a part of their daily schedules to the trial. **WERE** Cleveland reports that it is using three services (*Look,* Radio Press International and Syndicated Broadcast Features) in its attempt to give a comprehensive report of the activities in Jerusalem. Other stations, such as **WNEW** New York, **WBZ** Boston and **CKGM** Montreal, have their own newsmen at the trial. . . . When the "Man in Space" operation reaches the countdown stage, coverage will be provided by the pooling of four networks in what has been described as "one of the largest coordinated news teams ever assembled." Selection of responsibilities in the actual coverage was made by a drawing. While the radio coverage will be fed simultaneously to all networks, cutaways for individual commentary and news inserts will be permitted. . . . **KEX** Portland, Ore., is running a series of seven half-hour commentaries entitled *Countdown for Tomorrow.* In this report, the station says, "people intimately involved in Project Mercury relate how they are preparing for man's imminent first

(*Cont'd on page* 60)

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE, CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

In Rochester, N.Y.
People Are Switching
FROM
"TIRED" Radio
TO
WVET
1280 KC
• FOR MUSIC THEY LOVE
• NEWS NAMES THEY KNOW
• COMPLETE NEWS COVERAGE
BASIC NBC AFFILIATE
WVET RADIO, Rochester 4, N. Y.
Nat'l Rep.: Robert E. Eastman & Co., Inc.

3 LOCAL RADIO STATIONS IN 1
That's what you get when you buy time on
BIG 5,000-WATT
WFHR
WISCONSIN RAPIDS
with full time studios in
MARSHFIELD AND STEVENS POINT
BIG Coverage at Lowest Cost-Per-Thousand . . . 20 Years of Local Radio Service
WFHR
WISCONSIN RAPIDS, WISC.
Phone HA-3-7200
Represented by Devney, Inc.

RADIO FOCUS/IDEAS

Cont'd from page 58

flight into outer space." The series was produced by **KDKA** Pittsburgh. . . . **WNEW** New York ran a one-hour special entitled *Man in Space* on April 23. Featured was Martin Caidin, author of 26 aeronautical books, expressing his views on man's space challenge. . . . With the Civil War Centennial at hand, **WAAF** Chicago has begun a four-year series entitled *Civil War Diary*. Series will consist of daily one-minute capsules of events that occurred on the corresponding day 100 years ago. . . . **WSB** Atlanta is programming the same type of series, except that its capsules will be five minutes in length. . . . With the advent of the pleasure-boating season, **WTIC** Hartford, Conn., and **KING** Seattle are launching marine weather shows. WTIC is providing a weekend service beginning Friday nights while KING is extending its report to Thursday nights as well. . . . **WBUD** Trenton, N. J., has inaugurated a daily editorial series that will deal with local problems and activities. . . . **KFRC** San Francisco is now broadcastng 24 hours a day. . . . **WKLW** Providence, R. I., began broadcasting April 3. The 50,000 watt am station, represented nationally by Daren McGavren and in New England by Foster and Creed, has a dial position of 990 kc. . . . Storer-owned **WSPD** Toledo, Ohio, is now settled in its new quarters containing three control studios each of which is equipped, the station points out, with a new dual-channel console, tape equipment and turntables.

BUSINESS SIDE

In addition to programing and operational changes, the newly-housed **WFAA** Dallas has announced the adoption of a single-rate policy. "We believe the single rate is fair to all advertisers," says George K. Utley, WFAA station manager. He also notes that the single rate card includes various package and discount plans. . . . A telephone call will permit potential **KYW** Cleveland advertisers to hear examples of current or forthcoming spots being run on the station. Called "Tele-Check," the system has three separate telephone message repeater units utilizing one announcement per unit. What the potential customer hears over the phone is a KYW personality introducing the spot and then following it with details on schedule, frequency, audience reached and other available information. . . . **KSTN** Stockton, Calif., has signed a 52-week contract with the local distributor for the **Douglas Oil Co.** For the first 90 days, the frequency will be 20 spots a day, with the remainder of the year's contract running at 24. The one-minute announcements are aired on the hour and begin with a time signal jingle. Copy runs according to the expected audience composition; that is, housewife appeal for mid-morning and afternoon times, the masculine approach for drive times and copy geared to teenagers during the early evening hours. . . . **The Automobile Club of Southern California** has taken a 13-week renewal on **KNX** Los Angeles for the sponsorship of CBS's *The World Tonight*. . . . Sponsoring the entire schedule of this season's Chicago Cubs baseball games over **WGN** will be **Oak Park Federal Savings & Loan Assoc., G. Heilman Brewing Co.** and **Magikist Services Inc.** . . . **Chip Steak**, a type of frozen minute steak, has taken 13 weeks of the **WEBR** Buffalo *Sing Along Spell Down* broadcast Sundays from 3-4 p.m. . . . **The Katz Agency**, New York, has been selected as the national sales representative for **KSD** St. Louis and **WAVE** Louisville. . . . **KQBY** San Francisco and **KBUZ** Phoenix, both Sherry Gordon stations, have appointed **Adam Young**, New York, as their national representative. . . . **KSFE** Needles, Calif., has selected **Grant Webb**, New York, as national representative. . . . Jupiter Broadcasting Inc. has purchased **WSAI-AM-FM** Cincinnati and has appointed **Robert E. Eastman Co.**, New York, as national representative. **Ohio Stations Representatives** will handle all Ohio sales . . . **WSOC** Charlotte, N. C., is attempting to stem the tide of depression talk through its "Business is Good" campaign. Working with the local Chamber of Commerce and Charlotte business men, WSOC is broadcasting periodic statements and facts and figures on business conditions.

EXCLUSIVELY SPOT RADIO

"*CREAM OF WHEAT" cereal utilizes the efficiency and flexibility of spot radio for increasing its total share of the hot cereal market.

Why? . . . Because spot radio sells the cereal market at just the right times and in just the right market areas.

Spot radio, the exclusive "Cream of Wheat" advertising medium, can work for you too . . . your H-R man will sell you now.

Through BBD&O, Minneapolis

HR *Representatives*

The simple facts about business magazine

1. In the 20 years since 1940, advertising dollars invested in trade publications have increased from $64,000,000 to $600,000,000 annually — a rate of growth second only to television.

2. Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

3. Today a great need exists for alert, courageous, professional business publications in every field — publications that reach their fields.

4. The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order. The stated conclusion was that it pays to concentrate advertising dollars in the top book or books for your purposes.

e advertising and readership are these:

5. **SPONSOR tops its field by a much wider margin than the average leader. A survey (not made by SPONSOR) based on the full agency-advertiser mailing list of a big national representative showed SPONSOR ahead of other magazines with a whopping 89.9% readership. A recent study of New York ad agency readership conducted by a general advertising publication showed SPONSOR leading its nearest broadcast competitor by 27% in total readers, but—more significantly—some 70% ahead in the "magazine read most" category.**

6. **SPONSOR'S page rate ($625) is about 8% less than the magazine that rates second in most surveys.**

7. **The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package. SPONSOR serves a demanding field and works hard to give it the best service possible.**

8. **Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.**

RADIO FOCUS: PEOPLE

PRESENT at creation of WPTF Raleigh, N.C., Wolfpack Sports Network are: (l to r) Roy B. Clogston and Earle Edwards of N.C. State College, and WPTF's R. H. Mason.

NEWS ANALYST Dr. John T. Dempsey (l), WJBK Detroit, and John Grubb, program dir., receive award for Mr. Dempsey's news show from civic leader Mrs. Alice Spencer.

NEW FCC Chairman Newton Minow (l) meets with Ben Strouse, president of the Broadcasters' Club of Washington, at a special reception.

TRIBUTE from Mitch to WEBR Buffalo for the station's contribution to "Sing Along Radio." Accepting the award is WEBR's program director Bill Schweitzer who helped start idea.

UNITED Community Service award to WEOL Elyria-Lorain, Ohio, for radio effort in UCS campaign. Accepting the award from Weldon Case (l) is Paul Nakel, WEOL general manager.

RADIO & Tv Representatives Assoc. of Atlanta presents awards for best production of commercials to Liller, Neal, Battle & Lindsey personnel. Making presentation is Bill McRae (third from l) of H-R Reps. Liller people are (l to r): Pam Tabberer, William Neal, Mr. McRae, Clay Scofield, Charles Hull and Mary Jean Meadows.

RADIO FOCUS: PEOPLE
continued p. 66

A FULL DECK
of "Musical Sales Effects"

52 new sounds that sell — each a new dimension in sound, offering distinctive sales and programming possibilities. Here in a single album are fresh, inventive combinations of excitingly original music and sounds custom tailored for your station's personality.

Be sure to audition "MUSICAL SALES EFFECTS" and the other dynamic "DRUMMERS"* discs at the SESAC Hospitality Suite, NAB Convention.

SESAC RECORDINGS · 10 COLUMBUS CIRCLE · NEW YORK

*trademark

RADIO FOCUS/PEOPLE

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AGENCIES

With the merger of Geyer, Morey, Madden & Ballard, New York, and Western Advertising, Chicago, **Donald J. Powers**, senior vice president of Geyer, assumes the chairmanship of the new Western Division executive committee. Western's president, **Lee H. Hammett**, will retain his title. . . . In another move at Geyer, **H. Victor Hollingshead**, former media director of Grant Advertising's Detroit office, becomes associate media director of Geyer's Detroit shop. . . . Ogilvy, Benson & Mather copy specialist, **Pierre Garai** is now a vice president of the firm. . . . **Robert G. Minicus** joins William Esty, New York, as an account manager for P. Ballantine & Sons. . . . New copy chief of Ogilvy, Benson & Mather is **David B. McCall** replacing David Ogilvy who vacated the position to devote his time to executive matters. . . . **Curtis Berrien** steps into the newly created duty of creative director of Lennen & Newell, New York, and assumes position of senior vice president. . . . **Hal Rover**, formerly with Compton, is now with Stauffer, Colwell & Bayles, New York, as vice president and supervisor of the Lipton Tea account. . . . **Norma Strassman** is now with Chirurg & Cairns, New York, as broadcast time buyer, she was previously with Doherty, Clifford, Steers & Shenfield. . . . **Edward J. Schultz** is the new executive vice president and general manager of Wentzel & Fluge, Chicago.

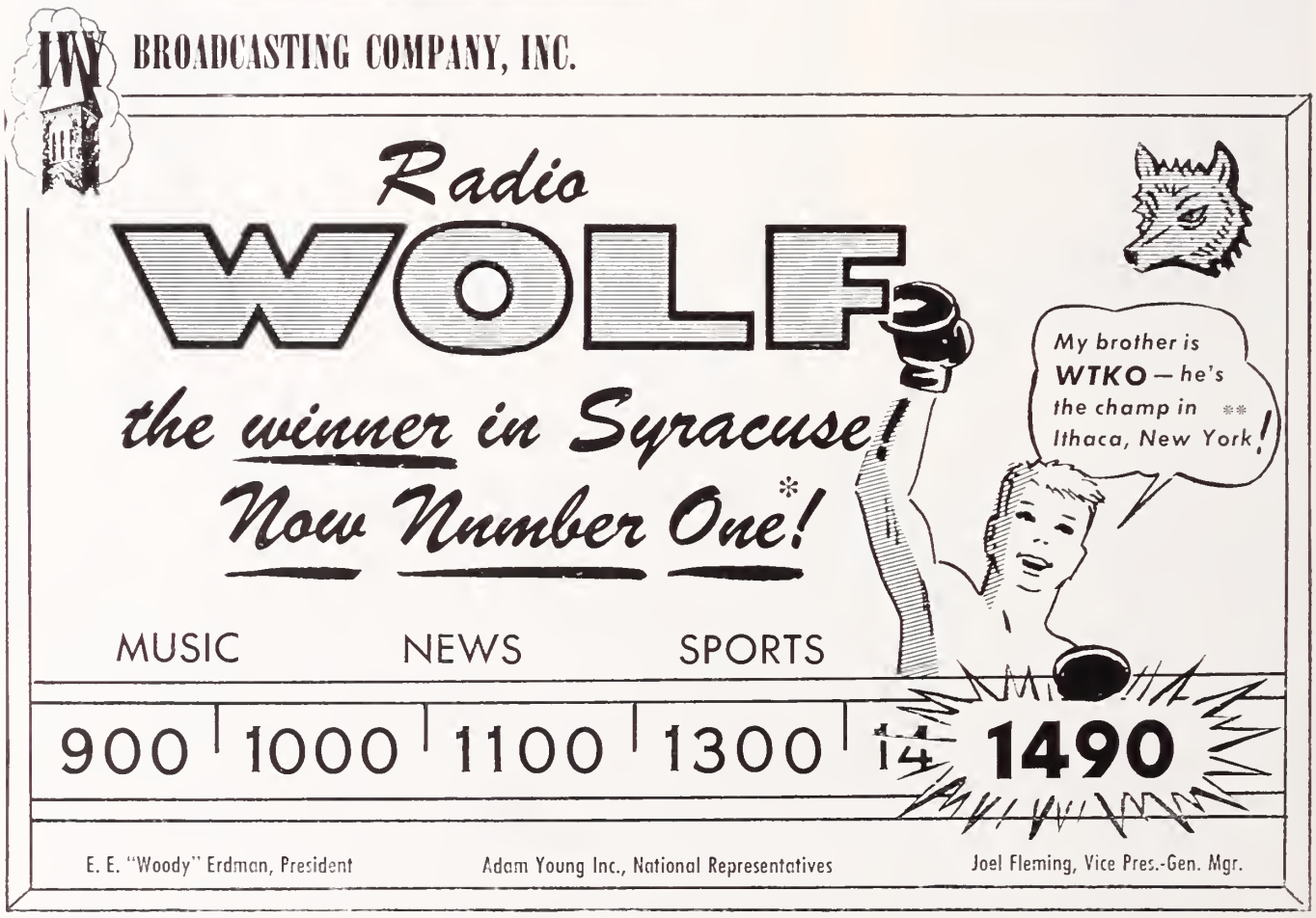
REPRESENTATIVES

Appointed to John Blair's Blair Group Plan staff are **Jay Whalen**, formerly of the Katz Agency; **Joseph Knap**, previously with Wesley Assoc. as media director, and **Ralph McDermid Jr.**, former announcer for the Armed Forces Network in Europe. . . . **Pat Gatto** of WHEN-TV has joined Bob Dore Assoc. as manager of the Chicago office and **Jack Sweeney** has joined Dore's New York office as an account executive. Sweeney was formerly with Sann & Kelley, newspaper representatives. . . . **Glenn Gilbert** is the new manager of the Detroit office of AM Radio Sales. He comes to AM Radio from Avery-Knodel, Detroit. . . . A top level reorganization at Adam Young, New York has resulted in the appointment of **James F. O'Grady** as executive vice president of Adam Young Inc., and Young-Tv. **Stephen A. Machinski** is now general sales manager and vice president of both companies. . . . Radio account executive **Robert J. Horen** has moved over to the radio sales staff of the Daren McGavren Chicago office from Radio-Tv Reps, Chicago. . . . **Jack Burke** promoted to the managership of CBS Radio Spot Sales, Chicago. . . . **Fred Adair**, formerly with MCA, is now manager of the San Francisco office of Robert E. Eastman. . . . The Bolling Co. has appointed **Robert S. Hix** as the manager of its Denver office.

STATIONS

By implication, "prime time" in radio would mean that there are

(Cont'd on page 68)



*7 AM to 6 PM average percentage Mar.-Apr. '61 Hooper **Apr. '60 Pulse

BMI *Salutes* *these* APRIL AWARD WINNERS

Over the years BMI has been proud of the honors awarded to the composers affiliated with it and to the music, the performing rights of which it licenses...among the honors awarded to music and men during the month of April, these were outstanding...

1961 PULITZER PRIZE

Walter Piston

Previous Pulitzer Prize winner in 1948

for "SYMPHONY No. 7"

ACADEMY OF MOTION PICTURE ARTS AND SCIENCES "OSCAR"

"NEVER ON SUNDAY"

by

Manos Hadjidakis

Best Song of 1960 as performed in the motion picture "Never On Sunday"

And congratulations also to these BMI affiliated writers who were honored by NARAS (National Academy of Recording Arts and Sciences) for their recording achievements:

Ray Charles *Miles Davis* *Gil Evans*

Bob Newhart *Marty Robbins*

THE GOLD MEDAL FOR MUSIC OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

(Presented once every five years)

Roger Sessions

1961 GRANTS OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

Halsey Stevens *Lester Trimble*

Yehudi Wyner

NEW YORK MUSIC CRITICS CIRCLE CHAMBER MUSIC AWARD

Elliott Carter

BMI

BROADCAST MUSIC · INC.

589 FIFTH AVENUE · NEW YORK 17, NEW YORK

SERVING MUSIC SINCE 1940

RADIO FOCUS/PEOPLE

Cont'd from page 66

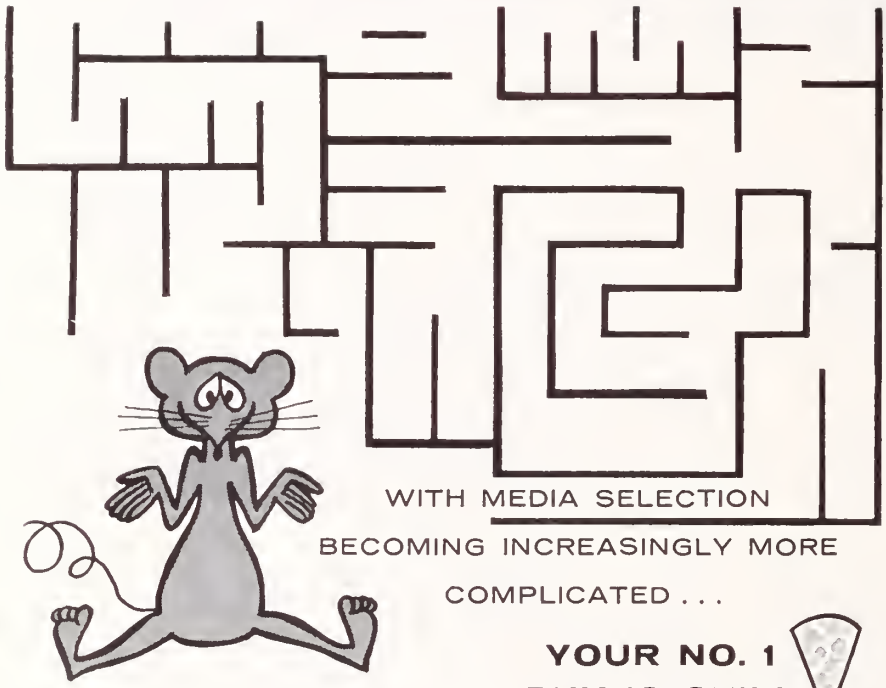
some hours that must be considered "non-prime." According to **Stephen B. Labunski**, manager of WMCA New York, in a speech to the Kansas Assoc. of Broadcasters, there should be "24 hours of prime time a day by putting 'prime' ingredients into every minute of every hour for the benefit of every listener." Mr. Labunski went on to say that "during the early days of television, radio stations emphasized the availability of vast listening audiences outside the home—especially in automobiles—during the 7-9 a.m. and 4-6 p.m. time slots." But he pointed out that the concept of radio's responsibility has changed—"merely playing music, reading commercials and giving the time and temperature represents a completely inadequate service to the listener of the 60's. What was once a sure-fire formula for attracting audience and obtaining advertisers has now become a somewhat tired and unimaginative routine utterly lacking in the kind of accomplishments radio can and should be making as a major communications medium." And he added, "While the fundamentals are all right, we cannot and must not stop there and be satisfied with such use of the airwaves without some better, more substantial purpose if we are to be responsible broadcasters and custodians of a public trust."

Richard C. Sheppard is the new manager of WGR Buffalo. He held the same position with WHAM Rochester. . . . **Theodore H. Walworth Jr.** has been elected vice president and general manager of WNBC and WNBC-TV. He was formerly director of sales for WRCV-TV Philadelphia. . . . **John J. Heywood** is the new vice president and treasurer of the Crosley Broadcasting Corp., Cincinnati. Mr. Heywood left the position of director of business affairs with NBC-TV to join Crosley firm. . . . **Jay Spurgeon** has been promoted from account executive to station manager at KMEO Omaha. . . . WDTM (FM) Detroit now has the services of **George S. Milroy** as its sales manager. . . . The new KISN Portland, Ore., sales manager is **Don Hedges**. . . . **Terrence S. Ford** moves up to the position of promotion director of WHK-AM-FM Cleveland. . . . **Dick Kelliher** is the new national manager of KFRC San Francisco. He was with Adam Young, New York, as assistant national sales manager. . . . **W. Lee Roddy** has been named director of sales for KMLA-FM Los Angeles. . . . **Gene Loffler** former general manager of KCOG Centerville, Iowa, is now manager of KVOY Yuma, Arizona. . . . **Robert Jenkins** is the new general manager of KMNS Sioux City, Iowa. . . . **Tom Lawrence** formerly of *Look* magazine has joined the sales staff of WRCV Philadelphia. . . . **Jeff York** is the new general manager of KSON San Diego. . . . New manager of WKNB Hartford, Conn., is **William F. Schnaudt**. . . . **Bill Fallon** of WICE Providence, R. I., has been promoted to the post of national sales manager. . . . **Ronald R. Wren** is the new manager of advertising and promotion for KGO San Francisco.

NETWORKS

In a chain of top administrative re-

(Cont'd on page 70)



YOUR NO. 1
BUY IS STILL

KEWB

In San Francisco, as always, consistently high ratings . . . consistently low cost-per-thousand . . . all day long or all year long. You're never "out of season" on KEWB, number one buy in its third year and currently delivering 101 adults in every 100 homes, all paying close attention!

PULSE: AUDIENCE COMPOSITION
JAN-FEB, 1961
TOTAL RATED PERIODS

national representatives:
The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORPORATION "First in Contemporary Communications"

A SOUND CITIZEN OF THE BAY AREA

This issue
of U. S. RADIO
is representative of
those
to come

If radio
advertising is
important to you
then U. S. RADIO
is, too

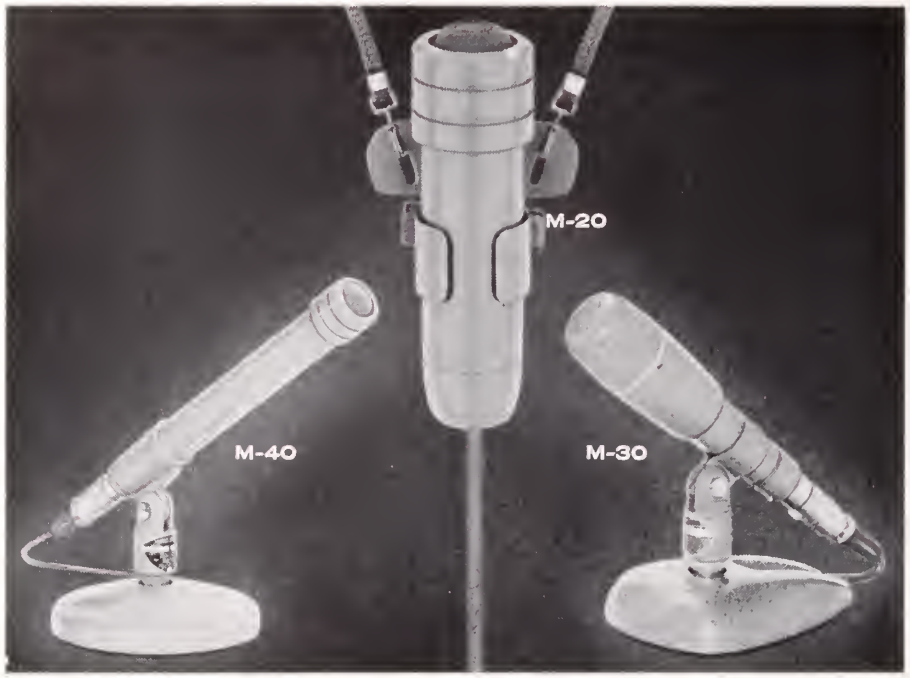
U. S. RADIO
is dedicated to radio.
It probes radio
problems, checks
radio facts, presents
the true importance
of radio—
constructively,
forcefully,
impressively. It is
your window to
better use of radio.
Its dedication to
radio advertising
is total and complete.
You need
U. S. RADIO
in your own name.

USE CARD ATTACHED!

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

LOBSTERADIO *serves* MAINE . . . one of the TOP 35 MARKETS

WLOB

Buying the top "35" Markets? Then you must include "Lobsterland" — MAINE

- Uniform product distribution
- Single Medium Coverage — LOBSTERADIO
- $11½ billion Consumer Spendable Income
- Nearly One Million Consumers
- Ratings as high as 7.6
- Rates as low as $27 for minute spots

1 RADIO ENTITY WITH 8 TRANSMITTERS

- PORTLAND
- BANGOR
- LEWISTON
- WATERVILLE
- CARIBOU
- AUGUSTA
- RUMFORD
- SANFORD

LOBSTERADIO EXECUTIVE OFFICES:
Columbia Hotel,
Portland, Maine
TEL. SPruce 5-2336
MANAGER: MEL STONE

REPRESENTED BY:
NEW YORK: Devney-O'Connell Co.
BOSTON: George Eckels & Co.
CHICAGO, DETROIT, WEST COAST:
Doren F. McGovren Co., Inc.

RADIO FOCUS/PEOPLE

Cont'd from page 68

alignments in sales at CBS Radio, **William W. Firman** becomes the network's assistant general sales manager. **Cornelius V. S. Knox Jr.** replaces Mr. Firman as eastern sales manager. **Wayne Wilcox**, account executive on CBS' Detroit sales staff, takes over the managership there. **George H. Gallup** takes over the job of Pacific Coast sales manager and **Craig Rogers** will leave his West Coast sales job for a position on the New York sales staff . . . **Richard N. Goldstein** is now director of labor relations for NBC . . . **Walter Porges** has been appointed news editor in the ABC Radio newsroom.

INDUSTRY-WIDE

The following 13 broadcasters have been elected to the NAB radio board of directors: District 1, **Carleton D. Brown, president,** WTVL Waterville, Me.; District 3, **John S. Booth,** president, WCHA Chambersburg, Pa.; District 5, **James L. Howe,** president, WIRA Fort Pierce, Fla.; District 7, **Hugh O. Potter,** general manager, WOMI Owensboro, Ky.; District 9, **George T. Frechette,** general manager, WFHR Wisconsin Rapids, Wis.; District 11, **Odin S. Ramsland,** general manager, KDAL Duluth, Minn.; District 13; **Boyd Kelley,** president, KRRV Sherman, Tex.; District 15, **B. Floyd Farr,** general manager, KEEN San Jose, Calif.; District 17, **Ray Johnson,** general manager, KMED Medford, Ore.; large stations category, **John S. Hayes,** president, WTOP Washington, D.C.; medium stations, **Willard Schroeder,** president, WOOD Grand Rapids, Mich.; small stations, **Ben B. Sanders,** president, KICD Spencer, Iowa; fm stations, **Ben Strouse,** president, WWDC-FM Washington, D. C. . . . **Mr. Strouse** has also been named chairman of the nominating committee of the Associated Press Radio & Television Assn. . . . **Robert Keefe,** vice president of NBC Spot Sales, has been elected president of the Association of Broadcasting Executives of Texas. . . . **Florence T. Rowley,** retiring librarian of the American Association of Advertising Agencies, New York, has been replaced by Marilyn Modern.

THE GOOD HUMOR MAN

Cont'd from page 39

provided more complete comparative information, and showed cumulative frequency impressions that surveyed the degree of coverage of all listeners in a given market. By going in for fuller breakdowns of markets, the research area has given the impression of being generally more realistic and objective.

"I'd say, though, that it still has a long way to go. It is still too divergent; different services will come up with differing results in the same markets. Worse, reps will not be consistent with any service.

"Also, not enough is being done to tap a hidden source of strength—the out-of-home listener. There should be a method developed that will regularly survey automobiles, as well as estimate the impact of the new transistor radios that are sold by the millions.

"All too often, stations concentrate all their big promotional efforts only during 'rating week.' This is a case of the tail wagging the dog—rating services being pandered to in programing—and it fools nobody.

"4. *Tv Psychosis.* Six years ago, radio men were hypnotized by television. They were either fighting it or letting it get them terribly discouraged; like some kind of obsession, television was the chief topic of conversation wherever radio people gathered.

"Today, the pendulum has swung in the other direction. Radio has demonstrated a capacity to stand on its own feet. Radio salesmen have replaced much lost national business with more local business, often with advertisers that had never before used the radio medium. Adversity bred ingenuity in selling that has paid off handsomely.

"Time and again radio has demonstrated its selling impact. As a test, we once inserted a line in our Good Humor ad copy telling youngsters *not* to ask their Good Humor man for the secret of the ice cream's smoothness. That very night, every Good Humor salesman in the area demanded that the company brief them on the secret—because the kids had been pestering them about it all day long. We know that radio hits hard.

"But here I would like to suggest that the pendulum has swung a little too far. In establishing its own niche, radio has been concentrating too much on just that — its own niche. The 'Tv Psychosis' has been replaced by a 'Radio Narcissism'—radio staring at its own reflection of local impact and flexibility seems to be disregarding other significant aspects of the total marketing picture.

"Radio must put itself in the advertiser's shoes. If radio can stop trying to sell *only* radio—and instead show how radio's flexibility and local impact can add importantly to an overall marketing plan, then it will be opening whole new vistas of sales.

"We all know that spot sales are down sharply in the first quarter of this year—only the imaginative sales force can be expected to do well.

"I would urge radio men to add to their staffs a marketing group, which knows how to sell the concept of radio advertising—*and how it fits the overall marketing plan*—to the advertiser who will welcome a sales force that has his interests in mind.

"5. *Sales Promotion.* This area has not seen much improvement over the past six years. Sales promotion still consists largely of sending irrelevant souvenirs, cute gimmicks and other items to buyers and reps. Sales promotion should draw more heavily on good research and merchandising of good comment.

"That's my assessment of where radio stands in those five critical areas today. Briefly, I'd say this is what has to be done right away:

a. Price spots fairly and stick to your price.
b. Be more businesslike in billing—get simple, uniform forms and get them out on time.
c. Program to get roots in a community.
d. Key your research to your advertiser's total marketing picture—show where radio fits in naturally and significantly.
e. Go after the 'bright young men.' In the teeth of tv's glamour, radio must attract the enthusiastic young people that can keep radio changing.

"In sum, we've seen a lot of changes in the past six years. A lot more is needed. As Bruce Barton used to say, 'When you're through changing—you're through.' "

Review, please, the latest survey of your choice:

Nielsen
•
Hooper
•
Pulse
•
Trendex
•
Verifak
•
Conlan

Unbelievable unduplicated audience in the Louisville Metro Area belongs to WKLO

Need we say more?

see

robert e. eastman & co., inc.

Other Air Trails Stations:

WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WEZE, Boston, Mass.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT) WPOP
IN Kansas City - KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET) KALI
IN San Francisco - (SAN MATEO) KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

at WGY...
being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

NAMES & FACES

Stuart I. Mackie, formerly a salesman in the Chicago office of Avery-Knodel Inc., has taken over the managerial reigns of the Detroit operation. Mr. Mackie started in broadcasting in 1948 in Minnesota, doubling as salesman and talent. He joined Avery-Knodel in Chicago in June 1957 selling time for radio. Later, he moved over to tv sales gaining experience in that medium. Even while in the service he put his radio training to good purpose by aiding the Armed Forces Radio Service in establishing the first station in Korea to be operated by the military. Before entering the broadcasting arena, he performed sales and public relations duties for the Chicago Title & Trust Co.

Clifford J. Barborka Jr. opens the door to his newly organized Better Broadcast Bureau Inc. on June 1. In doing so, he ends a nine-year association with the John Blair & Co. as a key radio executive. The BBB will provide creative selling services to representatives and stations as well as programmng and production material to broadcasters. Mr. Barborka joined Blair in 1952 as an account executive in the Chicago office. In 1955, he became radio sales manager of that office and two years later was elected a vice president. In 1959, he moved to the New York office to organize the creative and marketing services division, an adjunct of the Blair Group Plan.

Harold B. Simpson, media specialist, has spent all of his 12 years in advertising with the William Esty Co. From a beginning in the lower echelons of the time and space buying departments of the New York advertising agency, he has moved up to his current promotion as associate media director. During the time of his growth as a media specialist, much of his experience has been closely aligned with the sound medium. In 1960, Mr. Simpson was honored with the Silver-Nail Timebuyer of the Year Award presented to him at the annual luncheon sponsored by the Station Representatives Award Committee. His education includes a degree from Colgate University, and after graduation, two years with the U.S. Navy.

Herb Mendelsohn is the new sales manager for WABC New York. On April 17, he assumed the responsibility for all local accounts with the ABC flagship station. In the area of national sales, Mr. Mendelsohn will be closely associated with the station's representative, John Blair & Co. His working knowledge of the New York market has been gained through his experiences over the past five years as an account executive with WINS. Earlier sales experience in another field was gained through his association with the Hart Publishing Co., where he held the position of sales manager. A native of New York as well as a graduate of Queens College, Mr. Mendelsohn and his wife and their three sons live in Kew Gardens Hills, Long Island.

Walter A. Schwartz, Westinghouse Broadcasting Co.'s new national radio sales manager, has taken over the position formerly held by Perry Bascom, who has moved to Cleveland to take over the job of general manager of KYW radio. Now that Mr. Schwartz is in charge of the radio sales managership, his former position as head of AM Radio Sales' Detroit office has been filled by Glenn Gilbert, previously with Avery-Knodel, Detroit. Mr. Schwartz opened the Detroit office in May 1959 and before that was sales manager of WWJ Detroit. In addition to his sales experience, he was at one time an announcer and also served on the Air Force headquarters staff in Korea.

Franklin Sisson is the new station manager of WWJ Detroit. In assuming this position, Mr. Sisson makes the transition to radio from tv. He is the former local sales manager of WOOD-TV Grand Rapids, Mich. He got his start in the broadcasting business with WKLA Ludington, Mich. Among his many activities in the broadcasting industry, Mr. Sisson has on several occasions appeared as a public speaker with the touring panels of the Better Music Inc. clinics, speaking on the many problems of station programing and promotion. During World War II, he was a special services officer of X Corps in the South Pacific. In addition, he is a member and former president of the Grand Rapids Optimist Club.

KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

looking for more
Business?

Ad-image, Inc.
CREATIVE SPONSOR IDENTIFICATION
527 MADISON AVENUE NEW YORK 22

Ad-image, Inc. combines custom-produced singing commercials with a unique sales plan to help you sell new advertisers. For the whole story write:

Ad-image, Inc.
527 MADISON AVENUE.
NEW YORK 22, N. Y.

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

competitive commercials
recorded-monitored
nationwide • radio • television
tape • tv-foto-script® • videotape • kinescope • disc • typewritten transcript
®registered trademark of air check services corporation of america, tv-foto-script and kinescope recordings available in color or black and white
air check services
corporation of america
1743 west nelson street
chicago 13, illinois

TIMEBUYS *Cont'd from page 16*

GOOD HUMOR CORP.

Agency: *MacManus, John & Adams Inc., New York*

Product: ICE CREAM

Good Humor men donned uniforms April 1, were followed up by intensive weekend radio campaigns beginning April 29 in New York, New Haven and Hartford, Conn. Later, Philadelphia and Chicago will join the campaign. In New York City, stations will carry as many as 122 spots a weekend. The 14-week campaign will be split in blocks of 10, two and two. The first 10 weeks will run through July 4 holiday, then off two weeks, in for two, off two again and back in for two more, bringing the campaign to a finish on Labor Day weekend. Cleveland will get special campaigns for July 4 and Labor Day only. Each commercial will have some copy hook that Good Humor can count on to measure effectiveness of the spot drive. Estimate of campaign cost: $200,000. Jack Twitty is timebuyer.

B. F. GOODRICH CO.

Agency: *BBDO Inc., New York*

Product: TIRES

The tire-maker launched a spring campaign late in April which is expected to run for 12 weeks. Some of the 20 or 30 markets used are majors. Morning and evening drive times were favored. The number of stations used runs from one to three in each market. Transcribed minute announcements have dealer tags. Co-op money was earmarked for most of the buy. Marvin Shapiro is timebuyer.

GROVE LABORATORIES

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: AMMENS MEDICATED POWDER

Ammen spots will hit the airwaves May 21 in 35 markets. This will be a single station buy in all markets. Spots are minutes, et's. Larry Reynolds is the buyer.

JOHN HANCOCK MUTUAL LIFE INSURANCE CO.

Agency: *McCann-Erickson Inc., New York*

Product: LIFE INSURANCE

John Hancock's spring radio campaign opens in 15 markets on May 29 for a nine-week run. Markets are scattered; markets on the West Coast are being handled by M-E's San Francisco office. Minute ets will run in traffic hours, with some news and sports adjacencies, as the company bids for the male listener. Frequencies will hit 10 to 12 spots per station per week. In the planning stage: a repeat of the same campaign this fall. Phil Stumbo is timebuyer.

HILLS BROS.

Agency: *N. W. Ayer & Son Inc., Philadelphia*

Product: COFFEE

A new flight for Hills starts this month in 191 markets spread throughout the Midwest and West. The campaign is scheduled for a run of four weeks. Frequencies go from a low of 20 to a high of 300 spots per week in various markets. Monday through Friday is the preferred time of week, with early morning the best time of day. Spots are recorded in one-minute and 30-second lengths. Hills Bros. is in baseball, too, taking one-third of Minneapolis Twins' games. Paul Kizenberger is the timebuyer.

QUAKER STATE OIL

Agency: *Kenyon & Eckhardt Inc., New York*

Product: MOTOR OIL

Quaker State launches its annual spot radio drive May 22 in 150 markets. Two stations per market will get the schedules. Live one-minute announcements will be delivered by early morning d. j. "personalities." This campaign will run for 13 weeks, with frequencies ranging from five to 15 spots a week. Lucy Kerwin is timebuyer.

FALSTAFF *Cont'd from page 31*

O'Brian makes clear. "It is possible," he says, "that both a national spot and local distributor campaign will run simultaneously in one market, perhaps on the same stations." Thus, it is conceivable that during baseball or football seasons, certain markets and stations may be airing Falstaff spots from each of the company's three programs.

With such coordination and depth in its advertising, it is small wonder that Falstaff has made great strides in expansion over the last decade. Its distribution has grown with the opening of new plants. And, it is reported, the company has merged with or bought out more breweries than any of its competitors since 1952. Five new plants have been set in operation since that year.

It was in 1952 that Falstaff purchased a brewery in San Jose, Calif., and started production on the West Coast. In 1954, the company acquired a plant at Fort Wayne, Ind., and began opening new markets to the north and east. In 1956, the company reversed its outward expansion by purchasing breweries in Galveston and El Paso, Tex., a state where the beer had long been distributed. In 1957, it absorbed a brewery in St. Louis.

Two other plants are operated in St. Louis, one in Omaha, Neb., and another in New Orleans, La.

Currently, Falstaff has distribution west of the Mississippi River, in the South, and in certain midwestern states. Its beer is sold in 28 states which encompass 40 percent of the country's population. In 1960, markets were opened in the Carolinas and parts of Florida.

An avowed Falstaff goal, stated by the president in the company's recent annual report, is national distribution and supremacy in beer sales.

It is somewhat significant that, among the top six brewers in the country, all distribute nationally but Falstaff, which is in third place. Falstaff gained 3.5 percent in 1960, according to figures reported in *Modern Brewery Age*.

Expansion of Falstaff's marketing area has proceeded according to a pattern established early in the company's history. Rather than spread sales thinly to cover a wide area, the company has concentrated on sales in depth fairly close to the point of production.

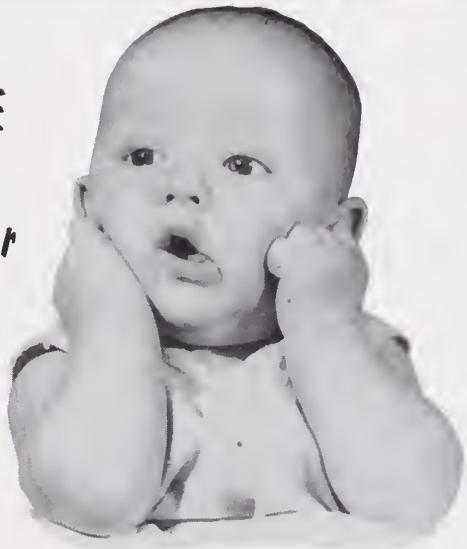
When popularity of the product made it necessary to ship greater distances, another brewery would be acquired to service newly-won territory. Through this stepping-stone method of consolidating gains, then reaching out, Falstaff has maintained a steady growth. In 1960, company sales reached a record figure of 4,911,196 barrels, an increase of 165,000 barrels over 1959. Gross sales totaled $154,083,666 for 1960, a jump of $4,651,419 over the previous year.

For advertising, it is estimated, Falstaff spent approximately $2.21 per barrel. About one-tenth, or $0.20 per barrel, was spent on radio.

Third-place Falstaff also runs third in the number of advertising dollars spent. Its outlays are expected to grow; the addition of the Los Angeles Angels' games to its sports line-up has already boosted the 1961 budget considerably.

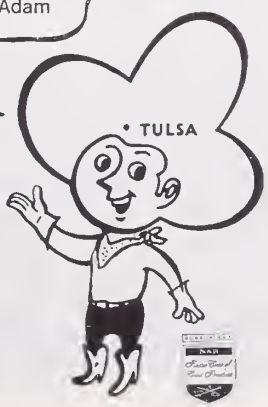
By strengthening its advertising program and opening more markets, Falstaff's immediate goal is to increase sales by 500,000 barrels this year. Its long range goal: to become the United States' biggest brewer.

DON'T MOVE THAT DIAL! I want to hear KAKC... Tulsa's QUALITY station



There are many definitions of the word "quality" but it all boils down to an opinion of the majority of the people. While quality means one thing in one place, it may mean an entirely different thing in another. In Tulsa a majority of the radio listeners have preferred the new KAKC for over 4 years and still do! Yes, in Tulsa Quality means the new KAKC. The listeners know it and so do the advertisers who use the new KAKC. Why don't you use it too?

Hi, I'm K. A. Casey . . . here to offer you the quality radio "buy" in Tulsa. Call your Adam Young representative and see for yourself.



FIRST IN TULSA

the new KAKC Dial 970

A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA

at WGY...

being listened to rather than just being heard is the difference between selling and not selling. People listen to WGY because they like WGY PERSONALITY PROGRAMMING. That's why WGY will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL COMPANY

WGY 810 KC, 50 KW

A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

Cuisine Exquise . . . Dans
Une Atmosphère Élégante

RESTAURANT
VOISIN

575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel : TEmpleton 8-6490

OPEN LETTER

Cont'd from page 28

There is much to be said for this state of affairs. Indeed we believe that it is the healthiest possible state. But we also recognize that the enormous decentralization of radio's power makes it very difficult for the industry to act with authority and decision when broadscale and far-reaching matters are at stake.

15 years ago, when 889 of the nation's 1,062 stations were network affiliates, the networks spoke for the industry. Today, with over 2,200 radio stations independently operated, and both network schedules and influence much reduced, no such leadership is possible.

Indeed, the varying and often conflicting opinions and convictions of today's radio station men, seem sometimes to foster a permanent state of disagreement.

Yet we are convinced that a strong healthy industry must have available, when necessary, structures through which strong leadership can be exerted.

We believe that the NAB is potentially the strongest single source of radio leadership. We say this with due respect for the vital role RAB lays on the dollars and cents front. We were happy to note that in your Palm Springs speech you said:

"NAB is not as representative of our American radio broadcasters as it should be. We now have only a bare majority in our membership."

We are delighted to know that you are stepping up the drive to make NAB more truly representative of radio, and that you will devote increasing attention to structuring the NAB so that it can provide the kind of leadership which radio needs.

5. Radio Needs a Voice

Finally, we are convinced that radio, more than any other medium and certainly more than tv, needs a powerful, vibrant, and truly national voice of its own.

The blunt fact is—radio's story has not been told adequately in many quarters which are of primary importance to the medium.

Radio today receives only $675 of the country's $12 billion advertising budget. Its volume of national advertising dollars is just slightly ahead of that spent for billboards or trade publications.

Its prestige among certain large national advertisers and agencies is very high. But there are far too many important advertising accounts and advertising men who are not sold on the medium.

Furthermore radio selling, because of the decentralized, even fragmentized nature of the industry, tends to emphasize only specific stations, groups or networks, rather than the overall virtues of the medium.

We do not mean to minimize the much fine work that is now being done by stations, station representatives, trade associations, and trade papers in radio promotion.

But we are positive that much more is needed.

Radio's story must be told on a broader scale. And it must be told in *depth*. That, as we conceive it, is the special mission of U. S. RADIO.

U. S. RADIO will present in coming months a continuing series of in-depth studies on radio usage by major American industries—the automotive business, the food business, the drug business, for example.

We shall provide meaningful facts and figures on all phases of radio research, and propose to keep ahead of the field in significant reporting of radio research activity.

The pages of U. S. RADIO will be studded with important case histories of commercial successes obtained through the radio medium. And we shall aim to provide, with every issue, a variety of useful sales tools which can be employed in telling and selling the radio story.

Finally, U. S. RADIO will be a crusading publication. We shall fight and fight hard for radio's welfare on every industry front. We shall not hesitate to praise whenever we find things to praise. On the other hand, we shall not hesitate to criticise any person or institution, outside or inside the industry, who seems to be acting contrary to radio's best interests.

This, Governor Collins, is our credo. This is the foundation on which we are building U. S. RADIO. And we shall look forward to publishing in our next issue your reply and reactions to these remarks.

 Cont'd from page 23

EDITORIALS AND TALK

I read with considerable interest your article entitled *Editorializing Results* in the February issue of U. S. RADIO. I thought you might be interested in a few facts concerning what has probably proved to be one of the most extensive experiments in editorializing by a radio station in Canada.

The reaction of the public to our daily editorials, broadcast for the past 18 months, has been so great that we have created a special department to handle correspondence and to meet requests for texts.

We have editorialized on every imaginable subject and more than 500 copies of these editorials go out every week in response to requests.

Yes, we at CJMS certainly agree that "editorializing gets results!"

LOUISE De BROIN
CJMS
Montreal

I was delighted to see your fine article in the February issue of U. S. RADIO on the subject of "news and talk" expansion in station programing. We have a prime interest in the subject because for years we have projected a concept of "talk" in New York.

Since 1956 our programing has consisted of "talk" shows, and we believe we pioneered the concept, still prevailing, of the 15-minute news-on-the-hour broadcast. Our other segments are almost totally occupied with personalities, reports, interviews and conversations. As a matter of fact, between the hours of 8 a.m. and 4 p.m. not a record is spun on WOR.

We are delighted to see by your article and by other studies that our approach to programing is no longer a phenomenon, but a trend that is spreading rapidly.

MILTON ROBERTSON
Director, Press & Special Programs
WOR New York

Thanks for the wonderful coverage in your great public affairs issue.

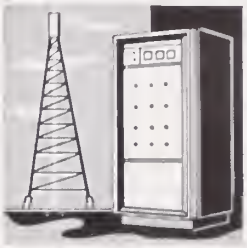
ALICE KOCH
Promotion Manager
KMOX St. Louis

ITA INCORPORATED ... *proudly announces* a COMPLETE line of

BROADCAST EQUIPMENT

AM

All Powers— 25 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.

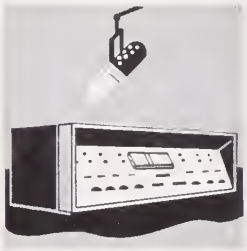


FM

10 Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.

AUDIO

Consoles — Single, Double, Triple Channel; Stereo; Turntables; Transcription Equipment; Amplifiers —Limiting, AGC, Line, Remote and Monitoring; Microphones; Terminal Equipment; Test Equipment.



AUTOMATION

Guaranteed to be the most practical radio automation system ever devised. Designed and manufactured entirely by ITA, Inc.

All ITA Products Feature the Following:

Economically Priced ■ Free installation Supervision ■ Silicon Power Supplies
Conservatively Rated ■ Instantaneous Field Service
Field Proven Conventional Circuitry ■ Standard Parts
Accessibility of all Components ■ Flexibility of Application

ITA INCORPORATED

BROADCAST DIVISION
130 EAST BALTIMORE AVE., LANSDOWNE, PENNSYLVANIA
CLearbrook 9-8200
Offices—Dallas • Los Angeles • Sacramento • Cincinnati • Chicago • New York • Philadelphia • Atlanta
"A Complete Broadcasting Service"

". . . a total commitment designed to enslave a total world"

JEFFERSON STANDARD BROADCASTING COMPANY

CHARLES H. CRUTCHFIELD
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

ONE JULIAN PRICE PLACE
CHARLOTTE 8, NORTH CAROLINA

March 10, 1961

Mr. Norman R. Glenn
Editor & Publisher
SPONSOR
40 East 49th Street
New York 17, New York

Dear Norman:

Enclosed is an exact copy of a letter which a young Communist sent to a friend of his back in the United States.

The letter appeared in "Presbyterian Survey" - - a very fine publication of the Presbyterian Church. In reproducing it, the editor made one of the most profound and thought-provoking observations I've ever read. He said, "We think this letter shows more graphically than any editorial what total commitment means." He went on to say, "Are we as committed to the truth as this young Communist and millions like him are committed to an empty hope?"

To a great majority of people in the Free World, particularly people in America, this kind of dedication is unheard of. They simply cannot believe that the architects of Communism, Karl Marx, Lenin, et al, could possibly have such influence on any human being. I feel that to defend and protect freedom as we know it today, it is imperative that all people in the Free World understand the inner feelings of those who are determined to destroy it. I am hopeful, therefore, that you - - through your widely read publications - - will give the enclosed letter as much publicity as you see fit.

We simply must convince Americans and as many of our friends in the Free World as possible that Communism is by no means just another political party. It is a form of religion..... a complete dedication.....a total commitment designed to enslave a total world.

Sincerely yours,

Charles Crutchfield

A young communist writes . . . "What seems of first importance to you is to me either not desirable or impossible of realization. But there is one thing about which I am in dead earnest—and that is the socialist cause. It is my life, my business, my religion, my hobby, my sweetheart, wife, and mistress, my bread and meat. I work at it in the daytime and dream of it at night. Its hold on me grows, not lessens, as time goes on. I'll be in it the rest of my life. It is my alter-ego. When you think of me, it is necessary to think of socialism as well, because I'm inseparably bound to it.

"Therefore, I can't carry on a friendship, a love affair, or even a conversation without relating it to this force which both drives and guides my life. I evaluate people, books, ideas, and notions according to how they affect the socialist cause and by their attitude toward it.

"I have already been in jail because of my ideas, and if necessary I am ready to go before a firing squad. A certain percentage of us get killed or imprisoned. Even for those who escape these harsher ends, life is no bed of roses. A genuine radical lives in virtual poverty. He turns back to the party every penny he makes above what is absolutely necessary to keep him alive. We constantly look for places where the class struggle is the sharpest, exploiting these situations to the limit of their possibilities. We lead strikes. We organize demonstrations. We speak on street corners. We fight cops. We go through trying experiences many times each year which the ordinary man has to face only once or twice in a lifetime.

"And when we're not doing these more exciting things, all our spare time is taken up with dull routine chores, endless leg work, errands, etc., which are inescapably connected with running a live organization.

"Radicals don't have the time or the money for many movies or concerts or T-bone steaks or decent homes and new cars. We've been described as fanatics. We are. Our lives are dominated by one great, over-shadowing factor—the struggle for socialism. Well, that's what my life is going to be. That's the black side of it. Then there is the other side of it. We Communists have a philosophy of life which no amount of money could buy. We have a cause to fight for, a definite purpose in life. We subordinate our petty personal selves into a great movement of humanity. We have a morale, an esprit de corps such as no capitalist army ever had; we have a code of conduct, a way of life, a devotion to our cause that no religious order can touch. And we are guided not by blind, fanatical faith but by logic and reason, by a never-ending education of study and practice.

"And if our personal lives seem hard or our egos appear to suffer through subordination to the party, then we are adequately compensated by the thought that each of us is in his small way helping to contribute something new and true, something better to mankind."

reprinted from the
PRESBYTERIAN SURVEY

A SERVICE OF SPONSOR PUBLICATIONS INC.

WANT A STATION STRONG ON NEWS?

Our complete staff of 22 includes three *full-time* newsmen who are college graduates. These specialists are supported by full coverage of the Associated Press; a reciprocal agreement and cooperation of the entire reportorial staffs of The Roanoke Times, The Roanoke World-News and the news staff of WDBJ-TV. Give your advertising extra impact. Use WDBJ, CBS in Western Virginia!

And here's a real big bonus: When you buy WDBJ you get Both AM and FM

WDBJ CBS RADIO Roanoke, Virginia

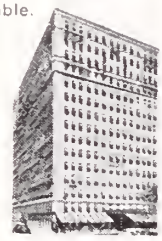
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,350 watts

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

ONE OF NEW YORK'S FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from $10 daily. With air-conditioning from $12-$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue Hotel
24 FIFTH AVENUE at 9th STREET

RADIO'S IMAGE

Cont'd from page 35

"If radio is going to be the power that it once was, if it's going to realize each ounce of its potential, it must go out and sell the other major agencies.

"What's more, radio has got to get more advertisers. It must bring back the soap and the food advertisers."

But to get the big advertisers and agencies back in its barnyard, Mr. Papazian thinks that radio has to give the decision-makers the facts that will do them the most good.

"Nobody knows enough about radio," he contends. "Which counties are covered by each station? How many homes are reached? The most recent survey that gives us this information is already five years old. That is the Nielsen Coverage Study, NCS #2, 1956. (Ed. note: NCS #3, '61 is now in preparation, scheduled to be released this summer. At last report 329 stations and 38 agencies are cooperating in the radio study.)

"What agencies are faced with today is using NCS '56 and trying to interpret its research in terms of today's advertising needs. Now, how can an agency sell a client a valid campaign on these terms? It just isn't good business.

"Furthermore, the problem is one of communication. How can 3,000 stations local in nature communicate their various images and facts about their audiences and markets without some kind of centralization?

"As an example of this problem on a small scale, let me cite some agency reaction to Hooper showings of fm listening. Hooper is beginning to show some fm stations with high tune-in in some markets. But what does this mean to an advertiser, except for the fact that fm is gaining some strength? Unless there is a survey that shows relative strength and audience characteristics from market to market, the Hooper fm showings don't mean a thing for the medium as a whole.

"There is the same sort of irregularity going on in am radio, too. If you multiply these problems into national terms, think of the mass confusion it causes among agencies and advertisers when they must make sound media decisions on this conflicting and unrelated information."

The question arises: *What information would agencies like to have that they don't have know?*

Answers the media analyst:

"There are definitely facts missing that could be supplied. Here are some of them:

"One—Where does the station go? What is its coverage area? Here again the last nationwide survey done on this was NCS '56.

"Two—How many homes are reached per spot or per station?

"Three—What kind of person listens to radio? Is he young or old; does he have a high income or low? Are listeners men or women? Do they own cars? How many are in the family? Do they smoke cigarettes or drink beer? And how much? Where do they live—in the suburbs, in the city, on farms? What are their occupations? How do they get to work? The list is endless. And it is important, because the 'profile' of a radio station's audience can be perhaps its most important selling point next to efficiency. And, in a way, radio's profile contributes to its efficiency because the advertiser can pinpoint the consumer.

"Four—We are missing consistency in radio research. Auto listening measurement is not adequate.

"Five—We would like to have information on programing. We hear about the new trends in programing, but only in bits and pieces. Programing can be tremendously important to the advertiser. He may prefer to be associated with certain programs in order to reach certain listeners.

"He may want programs that associate well with his product. Beer advertisers have traditionally sponsored sports; auto manufacturers may like shows that may deal with auto care tips or weather forecasts; household products usually go with women's programs; and so on.

"But programing is more of a problem to the buyer than anyone else. When faced with the conflicting numbers story, he ought to go to programing to aid his decision. If he has the time, he can call in the rep and get a tape and listen to it. But in a big buy, he just hasn't got the time to do this. Too few buyers make a practice of this now. I think that more of them should.

"Six—Sales success stories on the

local level could be very important to the agency. They have a legitimate value to a national advertiser in relation to station sales ability—provided, of course, that the success stories can be validated."

BBDO last year billed approximately $15 million in radio. How has the agency persuaded clients to use the medium to this extent?

"Many of BBDO's clients are presold on radio," Mr. Papazian observes. "They have used it before, they know it works and they like it. For instance, Campbell Soup spent over $1 million in spot radio in 1960. It has used radio consistently for some years. Campbell's can reach a high share of its market with radio. The company produces many kinds of soups in cans. Every time it runs a commercial on a product, it is in effect adding to its overall ad frequency at a very efficient cost to audience ratio.

"Other BBDO clients that are steady radio advertisers are American Tobacco, Cream of Wheat, Pepsi-Cola, Bristol-Myers and du Pont.

"These are not the advertisers that present a problem for radio. It's the advertisers who are not using radio that we should talk about."

BBDO has various ways of persuading clients to use radio. One of its most recent efforts was the compilation of radio facts in a 19-page booklet, the "BBDO Spot Radio Pocket Piece." The booklet, first prepared on radio by BBDO, was issued this spring by the agency's media planning and analysis department.

As Mr. Papazian puts it, "The booklet explains and explores spot radio as a medium, establishes some principles and ground rules. It gives radio's basic message in terms that an advertiser will find practical.

"BBDO has done very well in selling radio because we have a strong media department. Without a media department that is first interested, and second, large enough to gather the facts, this couldn't have been done."

Agencies have changed their methods of using radio in the past 10 years, Mr. Papazian notes. "They are buying more and more in flights. Very few are buying radio in

(*Cont'd on page* 82)

CRUSADER!

At home she's as
gentle as a lamb...
But when aroused
this gentle persuader
Becomes a crusader...
Building sales for your
station—and your clients.

Find out why at...
Mayflower Hotel,
Washington, D. C.
NAB Convention, May 7-11

COMMUNITY CLUB AWARDS

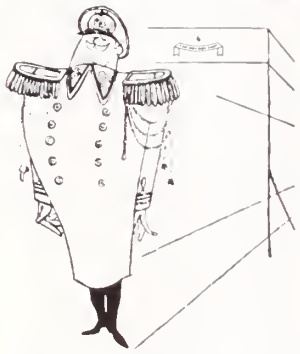
Hire a Rolls Royce Limousine

For just a trifle higher cost, enjoy the luxury of a chauffeur-driven 1961 Rolls Royce. Special theatre and shopping rates. Airport and pier service. Inquire about corporate and personal charge accounts.

Buckingham Livery

349 E. 76th St., N.Y.C. YU 8-2200
$9 per hour. Diners Club honored.

WCOL FIRST
in Columbus
1st in News
1st in Public Service
1st in Ratings
THE NEW WCOL
(Pulse, Nov. '60 — Hooper, Dec.-Jan. '60-'61)
24 hours a day broadcasting
1230 am 92.3 fm
The Capital Station
Columbus 15, Ohio
Represented by: robert e. eastman & co., inc.


INTRODUCING THE NEW
DRYDEN-EAST
HOTEL
39th St., East of Lexington Ave.
NEW YORK
Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.
Single $15 to $22 Suites to $60
Special rates by the month or lease
Robert Sarason, General Manager
ORegon 9-3900

RADIO'S IMAGE

Cont'd from page 81

52-week or even 26-week contracts. One of the reasons for this, he explains, is that radio is flexible. It can be used during off seasons, for special promotions, for maximum saturation in a short period. Another reason he points to is that radio is a quick buy operation. "Agencies can use it that way . . . in and out." A further reason, he claims, is that it is economical to use radio this way.

"Network radio has changed, too, in the way it is being bought. It has changed so radically that advertisers are buying it just as they buy national spot. In other words, it is rare, for an advertiser to sponsor a network program. He either takes announcements in news shows or participations in other network programs. But there is almost no such thing as a 52-week half-hour sponsorship as there was in the old days. And with the advent of the *Monitor* type of program, advertisers are more flexible in their use of network than ever before."

In spite of the fact that radio has inherent values for advertisers, there must be some partially valid reasons why radio has not made more rapid gains in the past decade.

As Mr. Papazian sees it, three factors contribute to the lag in growth.

"The first is a lack of knowledge about radio, hence a lack of interest on the management level.

"A second reason, which bears heavily on the first, is the conflict among the rating services.

"A third factor is copy—the argument of the visual versus the aural approach. There should be more research along this line. It represents an undercurrent in agency and advertiser thinking, but no one has been too specific. If there has been research on video-audio, I haven't seen it."

The second factor, the ratings disparity, has long been with the broadcast media. It is as true of television as it is of radio.

"The medium is dependent upon the radio research services to get the facts on its audience.

"But the services are failing to measure spot radio effectively because of limitations imposed upon them from various sources: 1) the competitive factor (surveys must be paid for, and if all services performed the same function, all but one would be useless, they argue); 2) the cost factor (ratings people say that stations won't pay for the comprehensive studies that are needed on a regular nationwide basis; agencies say they won't pay for them either); 3) uniformity (uniform ratings and research, from market to market, cannot be effective unless all or a majority of stations subscribe).

"Ad agencies can and have brought pressure to bear on ratings services. In certain cases they have forced the adoption of techniques, for instance, the 'total area' homes reached concept. But, by and large, the agencies don't feel it is their responsibility to carry the ball.

"They feel it is media's responsibility to pay for studies. And furthermore, they feel that the over-all problem is one that belongs to the rating services themselves. There must be a satisfactory compromise.

"We certainly need the facts. Yet, the research services can't economically bear the brunt of collecting the kind of information we need. Someone must pay for it, or they would go bankrupt.

"I don't know what the answer to the ratings complex is. A central rating system would be a valuable thing if it had the full support of the broadcast industry. But a central service is not practical, because ratings are a competitive thing. The second, third and fourth place stations would be unlikely to sign for a central survey. Financially, it could kill them.

"There is another thing about spot radio that confuses the advertiser and that is rates. He cannot understand why, for instance, in market 'A,' one of the country's largest markets, a spot will cost $30. But in Market 'B,' an equally large market, a spot costs considerably more."

Broadcasters, rationalizing their position, all too often relate radio's chances for growth to the fate of television and other media.

"It's up to radio to sell itself and stop fighting against all other contenders, to sell its own values and stop waiting for another media to falter."

Cont'd from page 44

munity reforms to the public's attention.

The show is keyed to phone calls from listeners on local problems. Community leaders are present at the station and answer listener questions as well as those asked by the station. Mr. Draper states that *Public Forum* creates debate and argument and gives people a chance to express themselves. "I think this is especially important because of the trend towards one-newspaper towns."

Arnold Hartley, executive vice president, Key Broadcasting Management Inc., New York, believes all broadcasters should give attention to minority groups.

In focusing his remarks on the specialized market in radio, Mr. Hartley declares there are two public service responsibilities involved: (1) to assist the group to make its full contribution to democracy and (2) to preserve the cultural strength of the diverse group.

He offers the following suggestions for "general" broadcasters:

- Acquaint yourself with specialized groups in your market. Learn where they are from and what their regional differences are.
- Acquaint yourself with circumstances that brought them here.
- Acquaint yourself with their music and try to integrate some of it into your schedule.
- Let the specialized groups know you are interested and try to have them participate in your discussion programs.
- Let your public service effort have special meaning for specialized groups.
- Know the leaders of these groups in your community and look out for "specialized" names in your news stories.

Ivan Smith, Australian Broadcasting Co., who has spent 18 months in the United States, believes the urgent needs of American radio are "quality speech programs."

He says, "Radio is one of the performing arts. It can perform many things that cannot be done on other media."

He believes that drama has a vital place in American radio. He offers as an example "Death of a Wombat," an original radio drama that has attracted world-wide attention.

Mr. Smith says existing resources are not being fully utilized. He states American radio is not making full use of writers and editors that could keep a steady flow of new ideas and literature coming into the station.

He suggests that broadcasters distinguish between the concepts of a mass audience and a wide audience, and speculates that only five percent of the audience can mean a lot of listeners when translated into people.

In the area of news, the following challenge is handed to electronic media by John McClay, general manager, WJZ-TV Baltimore: "Like it or not, we have the job of helping to provide the fundamental basis of a free society, an informed electorate.

"In the face of this awesome responsibility, how can we inform?"

Erwin Canham, editor, *Christian Science Monitor,* believes the important job is "to get information into people's minds."

On the subject of gimmicks in news presentation, he says, "Gimmicks do not make the contribution to impact that ideas do. And ideas need explaining, not headlines. I would not rule out gimmicks entirely, however, because news should be presented interestingly. But their use should be done with responsibility."

One of the great problems in electronic news, Mr. Canham states, is giving relative value to news stories, so that the most important story comes first whether it be international, national or local.

He cautions broadcasters against re-writing because that can change the meaning. "Re-writing should be done only by those with adequate backgrounds."

As for the practice of using personalities to deliver the news, the newspaper editor comments that broadcasters "must not let showmanship run away with the basic responsibility of reporting the news."

Sandy Jackson, assistant manager, KOIL Omaha, takes up the case of many of the nation's music-and-news broadcasters who are faced with the responsibility of news presentation against a background of ratings survival.

"It is a practical job to try to translate responsibility for news into our format. We believe in news. We do not think that comprehensive news is necessary. People want to be entertained through radio.

"We are an entertaining station and we make our news entertaining. Our station has six minutes of news on the hour. In addition, there are bulletins and frequent weather reports throughout the hour."

Dr. Wilbur Schramm, director, Institute for Communications Research, Stanford University, Palo Alto, Calif., comments on a study dealing with the impact of interpretation in radio news.

During the study, a straight five-minute newscast was read to one group; a second group heard the five-minute newscast with 15 percent interpretation added to it.

The results, Dr. Schramm declares, show that the second group remembered 30 percent more through interpretation. The Stanford researcher also comments that based on his observations "gimmicks detract from believability."

Julian Goodman, NBC vice president, news and public affairs, believes that many necessary ingredients are lacking in news personalities today. Broadcasters must build, he declares, a "national fund of people" who can cover a story, write it and report it on the air.

Similar feelings are expressed by William Monroe, news and editorial director, WDSU-AM-TV New Orleans. He seriously questions the value of "a non-newsman masquerading as a newsman."

The theme of the WBC conference — the changing community, changing craft and changing world —has this application for radio. Dom Quinn, program manager, KDKA Pittsburgh, states, "There is an essential pattern of change in radio that is evolutionary. It is part of the changing craft."

Donald H. McGannon, WBC president, concludes that broadcasting must be used as a force within the community "to help achieve a good life, not merely reflect it." The real job lies ahead, he declares, in the new and better programs listeners will enjoy.

EDITORIAL PAGE

PARTICULARLY GOOD TIMING

THE editors of the new U.S. RADIO are especially happy that our first issue will be seen first by those broadcasters and other industry members who are assembled in Washington for the 39th Annual NAB Convention.

We think this is particularly appropriate timing.

There is no group more deeply concerned with the health and welfare of the radio medium, than the many far-sighted radio station operators within the NAB membership.

There is no body of men whose opinions we respect more deeply, and whose support we solicit more earnestly.

The new U.S. RADIO is *your* publication, and it is only fitting that you should get the first glimpse of this exciting new product.

Our editorial credo for the magazine is expressed in full in the "Dear Governor Collins" article on page 25. We urge you to read it carefully.

This first issue is aimed, quite frankly, to the industry, and to those within the industry. We have deliberately included a number of articles which are of primary interest to radio broadcasters.

We shall continue to do this in the upcoming numbers of U.S. RADIO, but there will be a gradual shift in emphasis in two directions: first, more and more stories will be featured which have, as their basic audience, agencies and advertisers who use the radio medium. And, we will have an increasing number of "meat-and-potatoes" articles, featuring facts and figures which can be used in radio selling.

Typical of this second type is the comprehensive roundup on "Radio and the Automobile Business" which will appear next month.

For this first issue, however, we are presenting to the industry the new U.S. RADIO as the first real prestige publication which radio has ever had, the only authentic voice that is devoted solely to radio's welfare.

We, like you, are proud of this great medium.

ERE'S REAL EXCITEMENT

TOP TUNE INTROS

FOR THE CREATIVE BROADCASTER. Personalized parodies that introduce the hottest of your top tunes! More than mere promos or ID's, each of these parodies is designed to cleverly relate your station to the top tunes of the week and the personalities singing them! Originally created for KLIF in Dallas, the Top Tune Intros are now available to the entire industry.

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Our files are full of letters from advertisers who appreciate dependable,quality merchandising assistance. If you'd like to know more about it, contact a KSTP representative or your nearest Petry office.

50,000 watts, 1500 kc.

KSTP

"the sound of the sixties"

U.S.

FM

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

APRIL-MAY 1961

35 CENTS

VOL. 2 — NO. 4

ET SOUND TEREO page 3

T WANTED NFORMATION page 5

NEW SALES HAS FACTS page 6

L CAPSULES M SUCCESS page 8

STATION LISTING page 10

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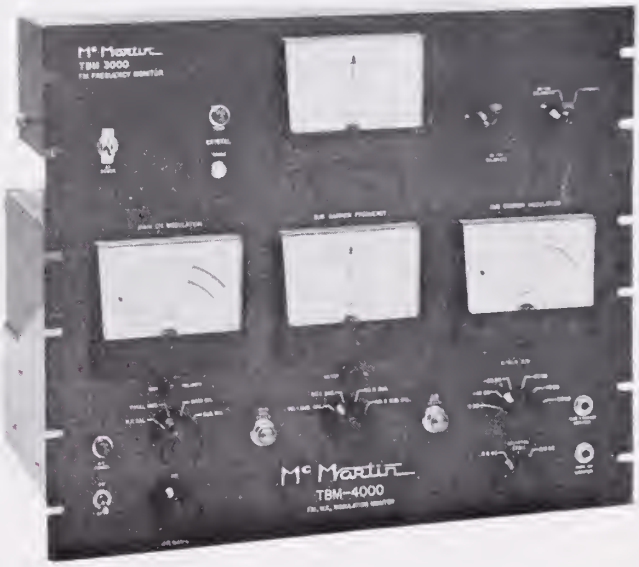

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City ..... Zone ..... State .....

Please Bill ☐ Payment Enclosed ☐

FORE MOST

FCC Action on Stereo Generates Industry Activity

Fm broadcasters got the go ahead last month, after months of deliberation and testing by the FCC, for multiplex stereophonic broadcasts. Optimism is running high that stereo will mark one of fm's greatest breakthroughs in its drive to be recognized as a separate medium. Advertisers are approaching the new developments with a note of caution, but they, too, are hopeful that stereo will add new dimension to the fm audience and force to the medium. Many broadcasters will try to be on the air with stereo by June 1, FCC-approved start date. Others are waiting for the stereo set buildup among listeners. One thing is sure: the arrival of stereo places fm apart from all broadcast media. Its past identification with quality programing is now enhanced by the added virtue of sound dimension. (See stereo report, p. 3.)

BPA Gives Fm Recognition With Annual Promotion Award

A new fm category has been established by the Broadcasters' Promotion Association in its first annual awards for on-air promotion excellence. "We recognize fm's rapid and dramatic growth as a separate and distinct medium of communication," states BPA. "To judge am and fm on-the-air promotion within the same category is no longer realistic." Winners will be announced at the BPA meeting in New York, November 6 to 8. Miss Dorothy Sanders, WLW-D Dayton, heads the awards committee. President of BPA is John Hurlbut, promotion manager of WFBM, Indianapolis.

Latest EIA Figures Show Fm Output to 91,778 in '61

Current production figures released by the Electronic Industries Association show that for the first two months of 1961 fm set output reached 91,778 units (41,357 in February and 50,421 in January). The two-month fm output in 1960 totalled 96,677, according to EIA. This association is the only authoritative source in calculating the movement of fm receivers.

Medical Association Takes To Fm to Influence Opinion

The American Medical Association's campaign to influence public opinion regarding medical care for the aged has taken to fm in about 40 markets from coast to coast. Through Klau-Van Pietersom-Dunlap Inc., Milwaukee, the transcribed spots will run for six weeks, having started the last week in April. The agency selected fm because of its quotient of influential opinion leaders in respective communities. The spots feature the voices and opinions of professional people. Frequencies run as high as 100 per station for the campaign.

Station Finds Merchandising Has Important Place on Fm

By arrangement with three groups of Kansas City retail stores, KXTR has launched a merchandising service for advertisers. Included in the drive is a show card promoting the product and the scheduled time of sponsorship on all-classical KXTR. This card is for use in dealers' windows, showcases and adjacent to cash registers. The station also is making available to clients a mailing list of listeners.

LETTERS

Sales Tool

I personally would like to thank you for printing the FM Station Key. I think that it is a boon to all fm broadcasters. I would like to see a complete list printed of all U.S. fm stations.

We do use your magazine as a sales tool, and are waiting for the day when you can expand the size of the magazine.

David W. Chase
Sales Manager
KDYR-FM
Sioux City

Agencies' Viewpoints

Let me congratulate you on a fine magazine, U. S. FM. This is something that fm broadcasters have needed. I was especially interested in the comments expressed by Mr. Joe Gans and Mr. John Heston in the February issue regarding the agencies' viewpoint on fm and fm programing.

Thank you for giving the fm broadcasters something to sink our teeth into.

Ernie Forrester
Director of Operations
WWOL-FM
Buffalo

Separate Publication

May we add our congratulations for the start you have made with your publication, U. S. FM? We recommend its continuance as a separate publication.

Sid Roberts
Manager
WFMF
Pittsburgh

Thanks

Thank you very much for listing us in your splendid publication which I enjoy reading very, very much.

J. C. Kellam
General Manager
KTBC-FM
Austin, Tex.

New Facility

WPAT-FM now transmits from its facility atop the Chrysler Tower in New York City. We feel that this is an important move for us to make and one which will increase service to both our audience and advertisers.

John Burt
Director of Advertising
WPAT-FM
New York

U.S. FM

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APRIL-MAY 1961

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Fm Station Key 10
Up-to-Date Listing of Fm Stations, Including Programing, Market Penetration, Representative

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Stereo— New Vista for Fm?

Agencies and broadcasters have mixed reactions to stereophonic's blessings for fm in days to come; encouragement and qualified optimism noted

How do broadcasters and advertisers view the future of fm in light of the recently approved multiplex stereophonic system? Will it suddenly lift the medium into its long-awaited place in the sun? Or will the advent of stereo be passively accepted by the public and advertisers?

To gauge the climate of response in the advertising and broadcasting community, U. S. FM has interviewed advertising agency executives and broadcasters on the future of fm with stereo.

Reaction has been mixed. Some readily admit that they are not adequately enough informed on stereo to project opinions. Others emit tremendous enthusiasm, insisting that stereo means a real breakthrough for fm. Still others are cautiously optimistic, preferring to "wait and see." A few claim that stereo's effect on fm's status as a medium will be virtually nil. But no one thinks that stereo will have a detracting influence.

How does Madison Avenue think stereo will help sell fm to advertisers?

"Stereo will spark much more fm interest," says Nancy Smith, timebuyer for J. Walter Thompson Inc., New York, on the Pan American Airways account. "Stereo is the excitement the medium has been looking for. The FCC's indecision on stereo systems has probably held people back from buying sets. When stereo receivers reach the market, these people will be there to buy them. The stereo record industry has had such a boom that I'm sure the same people who buy the records will want fm stereo receivers. They are interested in better reproduction of sound. If the switch to stereo catches on with listeners, then advertisers will take more interest. We have already found fm to be an excellent medium for Pan Am advertising."

At Young & Rubicam Inc., New York, American Airlines media buyer, Don Hinton, holds the view that "stereo is not going to have much effect on advertisers. Stereo gives fm an added 'plus,' but I don't think the public understands stereo thoroughly enough to appreciate it. The cost of converting monaural equipment to stereophonic will hold up listener enthusiasm for a while."

Mr. Hinton believes, too, that a listener will not stay with a program, even in stereo, if he doesn't like the music. He will switch his dial until he gets programs he likes—whether they be stereophonic or monaural.

"Young & Rubicam," he says, "looks at fm as a separate medium. Research has shown this. We recommend it to some advertisers. But our acceptance has not reached the point as yet when we will tell our advertisers to pull out of am and advertise on fm only."

Richard Goldsmith, timebuyer

T. Mitchell Hastings Jr.

for Ben Sackheim Inc., New York, who has recently placed fm schedules for Lightolier in Dallas and Chicago, has this to say: "Stereo will stimulate buyer interest in fm.

"But I don't think the coming of stereo will change the fm audience character. The listener will still be in a select, high income group. Therefore, fm's virtues for an advertiser will remain the same as before."

Margot Teleki, timebuyer at Reach, McClinton Inc., New York, agrees with Mr. Goldsmith. "Stereo won't make that much difference. The fm listener is the same fm listener, with or without stereo."

An agency executive who concurs with this opinion is Joe Gans, president of Joe Gans & Co., who has guided such clients as *Harper's* magazine to fm. "How stations program is far more important than whether they broadcast in stereo or not. Fm is there now for any advertiser who is interested. Stereo will not make enough difference."

Another agency man, John Heston, N. W. Ayer & Son Inc., New York, although hopeful that stereo will win new audiences for fm, likens the new dimension in sound to the plight of color television. "Color tv has been held back by its cost and lack of technical perfection. Black and white is there and the viewer is satisfied with it. Fm stereo may have the same problem. The cost factor is important here. It may be five years before the real effect of stereo will be felt in fm."

But what about broadcasters? How have they interpreted the stereo news?

WJBR Wilmington, Del., one of the first stations to experiment with stereophonic broadcasting in the Delaware Valley, reports excitement and enthusiasm from its listeners. John B. Reynolds Jr., station executive, says that "audience reaction has been tremendous. Listeners have been ringing our phone throughout the day, asking how soon we expect to broadcast with the new system and where they can get receivers. Several companies, especially distributors of hi-fi equipment, have expressed interest in taking commercial time. We hope to be on the air with stereo by June on WJBR and on our Baltimore outlet, WRBS."

Mr. Reynolds ventures that cost

John Heston

will not be too great a factor in stereo acceptance. "Granco is one manufacturer that expects to put a set on the market for less than $75. By this Christmas, we should see a large number of homes with stereo receivers."

In New York, Elliott M. Sanger, executive vice president, WQXR, expresses the opinion that "stereo will be good for advertisers if audience acceptance is adequate. WQXR plans to install the necessary equipment for stereo broadcasting as soon as it is available. We shall use the system on many live and recorded programs when sufficient receiving sets are in the homes of our listeners."

Many broadcasters think it is too early to evaluate the significance stereo contains for fm. Among them is T. Mitchell Hastings Jr., president of the Concert Network, who is also executive vice president of the National Association of Fm Broadcasters and regional director of the group's district #1.

"Stereo will reach its full impact only if the set manufacturers go into full production and promote the receivers with wide-spread advertising. Then broadcasters will be able to realize the full potential of stereo because it will have a substantial audience with the necessary receivers.

"The door has been opened for a promotion on the scale that greeted television when it entered the market. If the manufacturers get behind it, the public will pick it up. At present we have plans to install stereo equipment, but it will be a while before we broadcast."

From the Midwest comes this reaction from Will Collier Baird Jr., vice president, WFMB Nashville: "There has been no excitement here among our listeners. I feel that if we go stereo it will be necessary for the stereo record manufacturers to purchase time to stimulate listener interest. We tried am-fm stereo broadcasts for a 13-week period once before. There was some listener interest, but virtually no advertiser enthusiasm. We finally dropped the program."

Mr. Baird has recently been elected a regional director, district #3, NAFMB.

So goes the reaction. There will be much discussion and conjecture during the next few months. From every quarter comes encouragement over the stereo development. If the fm industry is united in its efforts to promote stereophonic multiplexing, it may well be the one big breakthrough that will put fm over the top.

Joe Gans

Most Wanted Fm Information

Survey among readers is close between those who want separate publication and those that want it combined; but all agree they want the fm information to continue

Readers of U. S. FM, when queried on whether to continue the magazine separately or combine it with U. S. RADIO, have agreed on one thing:

"Either method is o.k. with me. I just want the fm information continued," explains one broadcaster.

Final returns to a questionnaire survey of readers are still being tallied. But at press time, those who favor *continuing* U. S. FM as a separate magazine are out in front 75 to 69 (total tallies counted so far, 144).

The group that favors separate publishing seems to be more vocal in its advocacy.

"I am wholeheartedly of the firm opinion that it would indeed be a great injustice to the fm industry to combine U. S. FM with any publication. Fm is a separate medium, well qualified to stand on its own merits. . . . U. S. FM was one of the major factors in the decision of my partner and I to go into fm," one fm'er writes.

And another thoughtful comment has this to say:

"We believe that to succeed fm must be a completely separate program service. Locally, we try to stay away from the word 'radio' and to sell fm as a separate medium, a separate sound and a separate audience. The only connection that our fm has with modern am radio is that it, too, is based on electromagnetic radiation.

"By the same reasoning we feel that U. S. FM should be a separate publication—a magazine that is only interested in fm, instead of being a back section of an am magazine."

The heaviest response asked for more information about advertiser and agency use of the medium, both national and local. This took many forms, including success stories, agency comment on fm, reports on specially-created fm campaigns and continuing listings of fm time buys.

Other subjects mentioned for coverage included (in order of response):

- Station stories—reports on the operations of different types of fm stations (how they are programed and sold).
- Research and sets-in-use calculations—facts on the fm audience and methods of determining fm homes.
- Programing — sources of programing of national stature, new station program ideas other than good music formats.
- Technical information—reports on equipment developments in station operation and stereo and multiplex developments.
- Promotion—ideas for audience and sales promotion.

Many stations presented in detail some of the things they thought should be done.

FM INFORMATION WANTED

- Reports on advertiser-agency use of fm
- Research and sets-in-use figures
- Programing ideas and sources
- Station operation case studies
- Technical reports on equipment
- Audience and sales promotion ideas

FM BOXSCORE

Those favoring separate magazine—**75**

Those favoring combining with U. S. RADIO—**69**

One broadcaster states: "Here's the information we need:

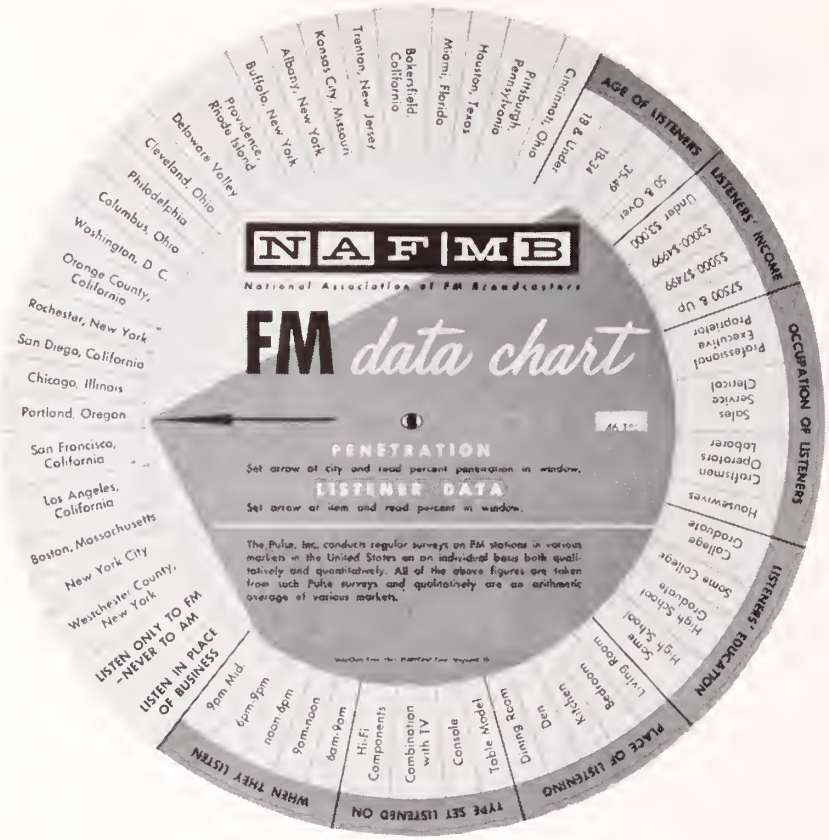
"Quotable quotations from broadcast leaders stating how well fm is progressing. Definitive articles on how to measure the fm audience, articles on how to get a mail or phone response out of the usually non-vocal fm audience, set production figures, ratio of fm stereo *versus* am stereo sets being sold, complete rundown on fm-am receivers available, information on fm car radios. . . . What are some new programing ideas? . . .

"We have never noted a discussion of automatic program service *versus* live programing. . . . What about stereo? . . . Suppose a station is building a music library. Which is the smartest investment? What records are available? . . . How do you merchandise fm?"

And another station manager would like to see "a constructive article on what some markets have done to get fm set retailers on their side. After all, this is a two-way profit street and we don't see many fm retailers flocking to the fm bandwagon in support of the medium."

Another fm'er writes: "In our market, we find that fm operators have been sadly negligent in keeping clients, prospects and agency people informed as to the progress of our medium. We have found agencies with no sets-in-use figures, no conception of the programing and not so much as a rate card. No wonder everyone's screaming about not getting agency business. You can't get it by osmosis.

"U. S. FM has been great about relaying information of promotions, success stories and statistics. . . . We certainly hope that the publication can continue to grow and tell the fm story where it need be told."



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The new Pulse penetration figures indicate a steadily growing market, from Pittsburgh with a 30.1 percent, through Westchester County, New York, with a high of 61.4 percent.

In the area of listener identification, the highest percentage of listeners fall into the professional, executive, proprietor group (29.2 percent). And coinciding with that figure, the largest segment of listeners (35.1 percent) are in the $7,500 and up bracket. The table model is the most popular of fm receivers, accounting for 46.1 percent of all receiver types.

These are just a few of the many figures that the chart provides. All

FM SET PENETRATION IN 25 MARKETS

CITY	PER CENT	CITY	PER CENT
Westchester County, N. Y.	61.4%	*Cleveland, O.*	36.1
New York, N. Y.	53.5	*Delaware Valley*	37.6
Boston, Mass.	50.1	*Providence, R. I.*	35.7
Los Angeles, Calif.	48.9	*Buffalo, N. Y.*	34.8
San Francisco, Calif.	47.3	*Albany, N. Y.*	37.1
Portland, Ore.	46.1	*Kansas City, Mo.*	33.3
Chicago, Ill.	42.9	*Trenton, N. J.*	32.9
San Diego, Calif.	42.5	*Bakersfield, Calif.*	32.4
Rochester, N. Y.	41.9	*Miami, Fla.*	31.7
Orange County, Fla.	39.1	*Houston, Tex.*	31.2
Washington, D. C.	40.3	*Pittsburgh, Pa.*	30.1
Columbus, O.	37.4	*Cincinnati, Ohio*	30.6
Philadelphia, Pa.	36.3		

Source: NAFMB Data Chart

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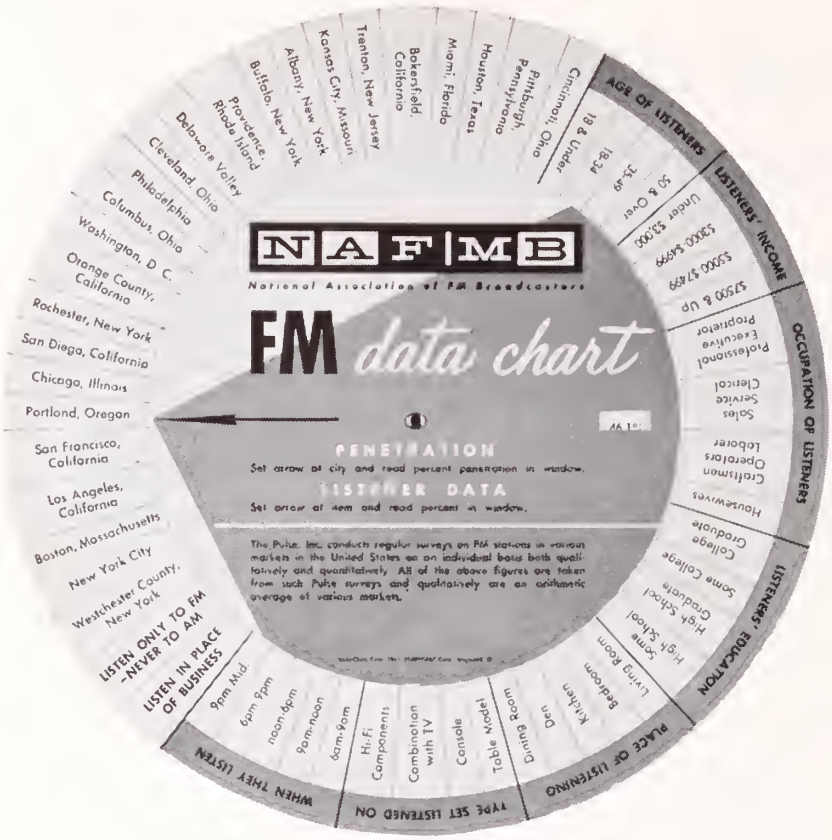
It will become the responsibility of these men and the officers to continue the leadership fm needs.

PULSE LISTENER DATA

CHARACTERISTICS	PER CENT
Age of Listeners	
18 and under	15.4%
18–34	30.5
35–49	36.6
50 and over	17.9
Listeners' Income	
Under $3,000	7.8%
$3,000–$4,999	23.2
$5,000–$7,499	33.0
$7,500 and up	35.1
Occupation of Listeners	
Professional, Executive, Proprietor	29.2%
Sales, Service, Clerical	24.8
Craftsmen, Operators, Laborers	23.9
Housewives	38.0
Listeners' Education	
College Graduate	26.7%
Some College	18.4
High School Graduate	37.1
Some High School	8.9
Place of Listening	
Living Room	52.1
Bedroom	19.2
Kitchen	12.6
Den	7.6
Dining Room	4.5
Type Set Listened To	
Table Model	46.1%
Console	27.9
Combination with tv	15.5
High Fi Components	11.2
When They Listen	
6 a.m.–9 a.m.	17.5%
9 a.m.–Noon	15.4
Noon–6 p.m.	22.9
6 p.m.–9 p.m.	42.6
9 p.m.–Midnight	29.6
Listen in Place of Business	10.9
Listen Only to Fm, Never to Am	19.9

Source: NAFMB Data Chart



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Source: NAFMB Data Chart

Investment Firm — In Texas, where they do things in a big way, a Houston investment firm landed a $2 million account thanks to its sponsorship of three weekly half-hour programs of ballet music.

The investment firm of Beebe, Guthrie & Lavalle, Houston, was one of KRBE Houston's original advertisers when the station went on the air in 1959. This loyal affiliation with KRBE has paid off for the company. So Mr. Beebe sent the station a letter of appreciation:

"A large percentage of our new business since 1959 is directly attributable to fm advertising, in our opinion. We know this because clients have told us they came to us through our programs, because of favorable name recognition in cold contacts, and because of direct comparisons between our fm advertising and our use of other media.

"An explanation of the latter may be in order. Some time ago, we tried am radio with the result that we received many inquiries, but the quality was such that the accounts were small and not too profitable. We have tried newspaper advertising on a long-term basis but have found the cost excessive with rather poor results.

"As a comparison, we know of one $2 million account and several other large accounts, as well as many bread-and-butter accounts of average size, directly attributable to KRBE. We have a lawyer who has sent us several clients because he personally enjoys our programs. We have consistently had people of substance tell us that they enjoyed our programs, and we regularly receive letters of inquiry which have been productive.

"It may be of interest that with most of our advertising dollars in KRBE we enjoy a large percentage of favorable name recognition among the people we want to sell.

"My partners are unanimous in their enthusiasm for KRBE and justifiably so since the less than $2,000 we spend each year for KRBE advertising has brought us demonstrable and substantial returns in goodwill and profit."

In Texas fashion, the manager of the station took this success in stride stating that though he was elated with the results of the investment firm's sponsorship, it was but an example of the station's selling power. Another instance he pointed out "was the filling of a small bookstore in an isolated section of the city with customers after only four or five spot announcements."

KEYNOTING the San Francisco Bay Area's "FM Month" is this billboard promotion, one of nearly 50 other billboards, plus newspaper, tv and local hi-fi dealer tie-in coverage. The San Francisco Fm Association spent $50,000 to bring fm message to Bay Area listeners. Pictured are: (l to r) Gary Gielow KPEN; Al Levitt, KSFR, and Pat Henry, KJAZ.

ADVERTISER Charles J. Greeley (r), manager of Miller's Greenhouse, talks over recent fm timebuy with Arthur Owen, WMTW Poland Spring, Me. Miller's has signed til forbid pact.

Greenhouse—When the manager of the Miller Greenhouses in Portland, Me., wanted to move a large stock of high-priced tropical plants in order to make room for his spring line of flowers, he chose fm as the medium most likely to bring in the sales. He bought a four-week schedule of 30-second spots at a rate of 15 per week, over WMTW-FM Poland Spring, Me.

Within a week the plants were moving at a greater rate than expected, and orders came in from as far away as 200 miles. Even more encouraging, the station reports, was the rise in the greenhouse's sales average. Previously, the average sale was $3.21, but with the fm campaign

that figure rose to more than $40 (most of the plants advertised sold for around $20 or more).

The manager of the greenhouse carefully checks over the "soft sell" copy before it goes out over the air because, as he puts it, "the audience has enough judgment to decide what they do or do not want." Apparently, enthusiasm has not waned. He has signed a 'til forbid contract with the station.

Fm support

"I like fm radio because: In programing, in commercials, in quality of music, the first consideration is given to the listener as a *person*."

"I like fm radio because: I have confidence in the sponsors who present programs that respect the wishes and sensibilities of their listeners."

"I like fm radio because: It offers exactly the programing I once bought a good radio to listen to, and omits what usually caused me to turn it off."

These three comments on fm are representative of hundreds of similar replies to the KLSN Seattle contest, "I like fm radio because." The station set out to determine why, not just its own listeners but all fm set owners liked the high frequency sound medium. KLSN ran two different spots with a frequency of five a day for six weeks. One spot described the contest rules and time limitations, the other promoted fm car radios.

As in the majority of fm contests, the prizes were by no means extravagant. Five weekly winners received lp records. The grand prize winner got an am-fm car radio installed.

Of the hundreds of entries received, the station reports that less than half were from Seattle, the rest coming in from the surrounding area. 55 per cent of the responses were sent in by men, indicating fm's strong male listenership.

Of the various reasons for liking fm, "quality programing" accounted for 61.2 percent of the responses; next was "fidelity plus static and interference free reception" with 38 percent, and "discriminating adult presentation" with 22.4 percent.

21 MARKETS throughout the Nation broadcast HERITAGE MUSIC

Los Angeles
Chicago
San Francisco
Boston
Washington
Baltimore
Minneapolis
Buffalo
Cincinnati
Kansas City

fine music
18 hours a day through...

HERITAGE

Heritage offers every broadcaster a flawless blend of careful programming, production, commentary and the world's finest automation techniques, together with national representation, to offer perfection in modern broadcasting.

Seattle
San Diego
Atlanta, Ga.
Denver
Portland, Ore.
Memphis, Tenn.
Grand Junction, Colo.
Montgomery, Ala.
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St. Louis
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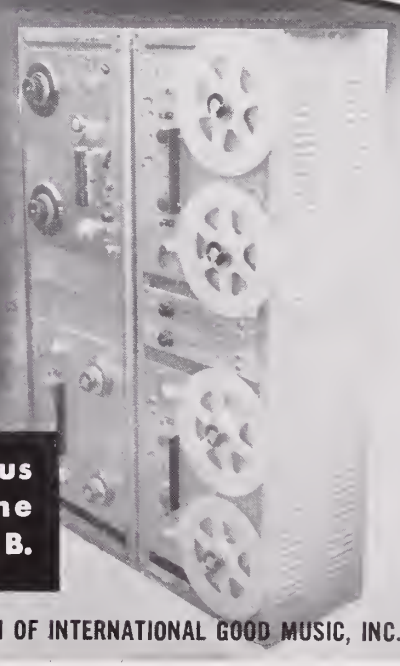

See us at the N.A.B.

A DIVISION OF INTERNATIONAL GOOD MUSIC, INC., Bellingham, Wash.

Fm Station Key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 432 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; *con*—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; *nws*—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage
KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Phoenix
KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock
KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno
KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale
KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles
KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop
KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz
KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard
KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside
KDUO
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel
KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento
KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw
KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry
KSFM
National Rep.: Meeker Co.
ERP: 60,000 w
KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas
KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

FM STATION KEY (Cont'd)

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

TWELVE YEARS OF BETTER MUSIC IN THE NATION'S CAPITAL!

WASH-FM

Affiliated with QXR Network

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

(For abbreviations, see box, p. 10)

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

FM STATION KEY (Cont'd)

WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Sep.): Flk, nws, rel, disn

WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr

WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op

WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wthr

Pensacola

WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota

WYAK
National Rep.: Rejko & Mahaffey
Counties: 9; ERP: 2,730 w
Prog.: Cl, s-cl, pop, st, jz

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con

WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w

WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop

WBBQ-FM (Am: WBBQ)
Counties: 31; ERP: 19.3 kw
Prog. (Dup.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa

WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise

KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston

KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian

WDHF
Counties: 9 ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk

WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw jz, nws

WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr. nws

WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston

WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl
WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute
WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salinas
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville
WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

(For abbreviations, see box, p. 10)

Check the

HERITAGE

AM-FM

STORY . . .

at the N.A.B.

FM STATION KEY (Cont'd)

New Orleans

WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws

WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport

KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog. (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Bangor

WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP; 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou

WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston

WCOU-FM (Am: WCOU)
National Rep.: Devney-O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring

WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland

WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis

WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore

WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz

WLDM
NOW
165,000 watts
-DETROIT-

WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op

WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl

WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace

WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw

WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw

WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr

WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Springfield

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, tlk

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 39 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw

KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 9 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op. nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WWOL-FM (Am: WWOL)
National Rep.: Heritage Stations
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Cl, con, op, jz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

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Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Bolling
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

Mt. Mitchell
WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh
WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount
WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury
WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford
WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville
WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem
WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton
WCNO (Am: WAND)
National Rep.: Walker-Rawalt
Counties: 28; ERP: 27,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl
WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati
WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws
WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

Cleveland
KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op
WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz
WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw
WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl
WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 2.8 kw
Prog. (Dup.): St, shw, nws, educ, con
WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus
WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz
WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st
WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton
WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr
WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay
WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster
WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima
WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown
WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford
WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth
WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky
WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo
WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

Youngstown
WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 26; ERP: 50,000 w
Prog. (Dup.)

OKLAHOMA

Oklahoma City
KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr
KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater
KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa
KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz
KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz
KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene
KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland
KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws
KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl
KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts
KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

(For abbreviations, see box, p. 10)

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FM STATION KEY (Cont'd)

PENNSYLVANIA

Allentown
WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona
WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op
WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls
WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg
WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg
WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton
WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown
WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster
WDAC
Counties. 9; ERP: 15 kw
Proq.: Rel, nws, con, cl, s-cl
WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia
WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network
WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz
WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr
WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz
WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

(For abbreviations, see box, p. 10)

FM STATION KEY (Cont'd)

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network

ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

Nashville

WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

(For abbreviations, see box, p. 10)

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
Counties: 25; ERP: 10.5 kw
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr, nws, s-cl, flk, intvw, rel

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP; 3 kw
Prog. Pop, cl, s-cl, shw, op

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13: ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

(For obbreviotions, see box, p. 10)

QUALITY MUSIC
FOR
QUALITATIVE AUDIENCE
SERVING
SEATTLE, TACOMA
AND ALL OF WESTERN WASHINGTON
KLSN
Call Walker-Rawalt

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

San Juan

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

(For abbreviations, see box, p. 10)

FM Grows 92% in '60*

50,000 homes added in Golden Sound Circle

It is more than coincidence that this great growth occurred in the first year of WFBM-FM's operation. Planned variety programming, outstanding news-in-depth coverage and day-in-and-day-out promotion have focused more and more attention on FM.

Now WFBM-FM "Golden Sound of the Middle West" . . .

- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than $2 billion.

This is the *select* market for your product . . . just ask Walker-Rawalt, Inc.

Based on 1960 FM set sales in WFBM-FM coverage area.

WFBM fm 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"

Mid-America's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

FM BROADCASTERS:

Central Indiana boasts one of the more rapidly expanding FM audiences in the country.

Modestly enough, we at Sarkes Tarzian, Inc., feel responsible for a certain measure of the FM success in this area. For, it's no coincidence that much of FM's tremendous growth in Hoosierland has occurred since the Sarkes Tarzian FM receiver came on the market.

We had long believed that the big drawback to FM expansion was the high receiver cost. So, the Tarzian engineers went to work and came up with a HIGH-QUALITY . . . LOW-COST FM receiver—drift-free . . . seven tube electronic circuit . . . beautiful styling . . . attractive color combinations. We immediately began promoting this set through our existing broadcast outlets in Indiana—FM . . . AM . . . and TV. The results were just as we had expected. Here was what the public had been looking for—a low-cost, American-made, FM radio with ALL the high quality performance features.

Now Hoosiers aren't the easiest people to sell, but they do recognize a true bargain when they see one. And, we're happy to report that they've been snapping up these Tarzian FMs almost as fast as we can supply them.

You can boost your own FM audience in the same manner with this Sarkes Tarzian FM receiver. If you're interested in more details, call or write for specifications and quantity discount prices. And, also ask about our combination AM/FM set.

BROADCAST EQUIPMENT DIVISION
CONSUMER PRODUCTS SECTION

SARKES TARZIAN INC

east hillside drive • bloomington, indiana
edison 2-7251

JUNE 1961 / $5 a year

Library

S. RADIO

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NATIONAL ASSN OF
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WASHINGTON 6 D C KC-21
USR D5-I9-N0-2394-01

WHY DETROIT LOVES RADIO / How agency man Arthur sells the medium / Governor Collins answers U.S. RADIO / Radio and the teenage market

Nielsen now reflects Mutual Radio's new profile for coverage better-looking than ever where the buying is biggest. 70% of all drugstore sales and 66% of all food store sales are in A and B markets.

Have you seen our profile lately?

Mutual now ties up 66% of its radio audience in these markets. Mutual also covers 87 of the top 100 markets with local affiliates—more than any other network. Got a food or drugstore account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to
Independent Stations

Subsidiary of
Minnesota Mining and
Manufacturing Company 3M

American Broadcasting Company

7 WEST 66TH STREET NEW YORK 23, N. Y.

SUSQUEHANNA 7-5000

ABC
RADIO NETWORK

June 6, 1961

Mr. Arnold Alpert
Asst. Publisher
U.S. Radio
40 East 49th Street
New York, New York

Dear Arnie:

Congratulations on your new "book."

And speaking for ABC Radio, we're particularly delighted to see your youthful and vital new look. You know, that's what we sell, too - youth and vitality - backed by performance.

Last summer ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. Last Fall ABC Radio went after the young adult market with programming and promotion. This Spring advertisers virtually own the young adult market with "Breakfast Club" on ABC Radio..."Flair" on ABC Radio...Sports on ABC Radio...News on ABC Radio. That's why, program for program, hour for hour, minute for minute, it costs advertisers less to sell more with ABC Radio.

And so sales are up...ratings are up...and of course our confidence in the future of Radio is boundless. We're so pleased to see that your confidence is showing, too!

Cordially,

Bob

Robert Pauley
Vice President in Charge of
ABC Radio Network

RP:jh

A DIVISION OF AMERICAN BROADCASTING - PARAMOUNT THEATRES, INC.

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U.S. RADIO

JUNE 1961/VOL. 5, NO. 5

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BPA MEMBER OF BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS INC.

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EXCLUSIVELY RADIO / EXC
LUSIVELY YOURS / FOR INCREASED
BILLING / FOR INCREASED AUDIENCE
. . . . . write, wire or call
FUTURSONIC PRODUCTIONS, INC. / 3103 ROUTH ST., DALLAS, RI 1-6281

the simple facts about business magazine advertising & readership are these

1

In the 20 years since 1940, advertising dollars invested in trade publications have increased from $64,000,000 to almost $600,000,000 annually—a rate of growth second only to television.

2

Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

3

Today a great need exists for alert, courageous, professional business publications in every field—publications that really reach their fields.

4

The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order.

the simple
facts about
SPONSOR
advertising
readership
are these

4

SPONSOR tops its ield by a wider nargin than the verage leader. A urvey (not made y SPONSOR) ased on the agen-y-advertiser mail-ng list of a big na-ional rep showed PONSOR ahead vith 88.7% reader-hip. A recent study f New York ad gency readership onducted by a eneral ad publica-ion showed SPON-OR leading the ext broadcast book y 27%; and 70% head in the "mag-zine read most" ategory.

3

SPONSOR's page rate ($625) is about 8% less than the magazine that rates second in most surveys.

2

The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package.

1

Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.

SPONSOR

Shortest Distance Between Buyer And Seller

Memo to:

Col. John J. Barton
Superintendent, Indiana State Police

Howard Seiler
Superintendent, Michigan State Police

Col. L. E. Beier
Chief, Wisconsin State Patrol

Sheriff Frank Sain
Sheriff of Cook County, Illinois

Col. William Morris
Superintendent, Illinois State Police

Governor Howard Pyle
President, National Safety Council

Orlando W. Wilson
Superintendent, Chicago Police Department

Flying Sergeant Clarence Erickson and
Flying Officer Irv Hayden
Safety Education Section, Traffic Division, Chicago Police Department

Sergeant Tim McCarthy
Safety Education Officer, Indiana State Police

WGN Radio has won the Alfred P. Sloan Highway Safety Award for an unprecedented third consecutive year. Thank you for your cooperation—without it we could never have won this coveted recognition.

Ward L. Quaal

vice-president and general manager, WGN, Inc.

AWARD-WINNING
WGN RADIO
ACTIVITIES:

Signal 10

Trafficopter

Traffic Central

—plus many special
highway safety campaigns.

QUALITY RADIO WGN TELEVISION INTEGRITY

SOUNDINGS
news & interpretation

New and more pointed hooks have appeared in the Radio Code of the National Assn. of Broadcasters with the recent recommendation by the code board (subject to approval by the full board at a meeting in Washington later this month). Sections which heretofore warned against maltreatment of listeners' "sensitivities" were augmented with specific notice that:

"Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids and for use in feminine hygiene."

This is the first time a direct veto has been suggested against specific product types, bringing to mind a recent (successful) radio test for a unique but highly unorthodox copy technique in behalf of a feminine hygiene item, Tassette through Weiss & Geller, N.Y.

Single-rate issue continues apace, with gaining number of stations converting their rate cards so that national and local advertisers respond to sales lures of the same announcement and program costs. Among the **newest in the one-rate lineup:** WHAT Philadelphia and KRAK Sacramento. Former station, specialist in Negro-appeal radio, is headed by President William A. Banks. His theory: "The single rate is fair to all advertisers, is the inevitable solution to many rate problems broadcasters and advertisers have faced." Manning Slater, president and general manager of KRAK, thinks the one-rate "is the only logical answer to the ever-present problem of 'who gets what rate when'."

New Negro market information from the Keystone Broadcasting System, which analyzed Negro-appeal programing for its 361 radio station affiliates in 23 states, finds that the average station programs 43 quarter-hours weekly to this specialized audience.

The breakdown as to total hours (not quarters) of Negro-appeal programing for the KBS Negro network: **20 hours or less** per week, 318 stations; **21 to 40 hours,** 36 stations; **41 and 100 hours,** 6 stations; **over 100 hours,** 1 station. (Highest amount of air time is for an Alabama affiliate, with 118 hours weekly of Negro-appeal programing.)

Progressive legislation was passed 1 June in California after strenuous efforts for 20 years by many groups, including the state's Associated Press Radio and Tv Assn. and its chairman, Don Mozley, news director of KCBS San Francisco, as well as the California Broadcasters Assn. **The issue:** whether air newsmen would have the same privilege of their print brethren in not disclosing confidential news sources. **The victory:** the state Senate judiciary committee voted approval before sanction by the governor and the state legislature.

What makes selling ammunition? A lot more than **mimeographed station logs** sent to reps or a re-hash of a **program schedule multilithed** for agency buyers and media supervisors. So said an agency media man commenting on the type of station information he wants to see and citing a recent two-color folder issued by WQXR New York. What do buyers want in a station folder? **"Market, market and MORE market information,"** he said. Among this station's facts: county-by-county primary and secondary areas with radio homes in each, audience composition analysis as to family income, education, occupation; net unduplicated homes reached daily and weekly.

SOUNDINGS

news & interpretation

The "survey week" rash is being treated in Canada, the Bureau of Broadcast Measurement reports. Canadian stations followed the pattern of some U. S. colleagues in **hypoing activity before the scheduled measurement**. But Duncan Grant, executive v.p. of the bureau, says his investigating committee—set up to "study formal complaints and to make recommendations for disciplinary action"—hasn't had anything to do so far.

This month one of the nation's oldest ad agencies, Bozell and Jacobs, observes its 40th anniversary at headquarters in Omaha with a "return to the fold" of more than 100 executive staffers from 12 cities where branch operations are located. The anniversary coincides with an annual meeting of key personnel and a re-appraisal of work which has been done, which is still to be done in the vast area of advertising and allied activity. A long-time radio pro who goes to these sessions, discussing the medium in New York before leaving to attend the conclave, is V.P. (for broadcast) Harold Fair. Said he: "No matter how big any other medium ever gets, the one which comes into the home locally with a purely local stamp is radio. Tv, which for awhile assumed the mantle of showmanship and new excitement, turned ears and eyes from radio. But today, with radio's news, information, immediacy and reliability, the older medium still has a vast potential."

If you consider Memphis, Tenn. a "typical Negro market," you'll be interested in getting a copy of a new study, **"Pilot survey of a Negro market,"** published by Brick Muller & Associates, Falls Bldg., Memphis. The cost per copy: $25; $7.50 for each additional. Facts and figures on market, media, radio tune-in and consumer preferences are pegged on personal interviews.

NEXT MONTH:

Fall buying tactics and patterns for products in the big and booming **drug field** will kick-off the July issue, with a full report on what major national advertisers in the cold and headache remedy product categories, in particular, will air next fall to market their merchandise. Their heavy-up comes, of course, as the cold season descends on all sections of the country. Readers will also find a profile of a 30-year radio veteran, **Harold Fair**, broadcast v.p. for Bozell & Jacobs, New York, whose radio theories and practices are keyed to his quote from Alistair Cooke: "Radio is almost a talking wallpaper." There'll also be a penetrating analysis of some of the reasons why **FCC Chairman Minow's** concepts of "well advertised" public hearings for station licenses and renewals "are wrong." And a rundown on how a national radio advertiser, **Pet Milk**, tailors its own original program to a selected media pattern will highlight the advantages of a sponsor matching the physical buy to the entertainment program surrounding it. U.S. RADIO will also print in their entirety a selection of outstanding **editorials**—concerning much-fought-for issues—aired by leading radio stations throughout the country.

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 23 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1960) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 85 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1960), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

The "color house" that quality

Television studio control room.

Radio studio. Show in progress.

Sales reception room.

nd integrity built

Color studio. Show rehearsal.

The WGN Mid-America Broadcast Center

finest in the nation

The only broadcasting center conceived, designed and built for color—WGN's new, ultra-modern studios offer clients a total service. There are three complete color studios, containing every facility for the production of color programs, from ID commercials to hour-long musicals. And a mobile, remote-color-unit covers any news break, sports event or other program in any part of Chicago or its suburbs. WGN's remote color facility is one of only two in the entire country!

In addition to color . . . the exciting WGN Broadcast Center is the finest, best equipped broadcast plant in the land. Its facilities—including a turntable stage for automobile commercials—are unparalleled anywhere in radio and television, in audio and video taping and in all other related services.

Owned and operated by Chicagoans, this great new WGN "color house" is dedicated to rendering greater service to all Chicagoland—to advertisers, and to their agencies.

WGN
Radio and Television

2501 Bradley Place, Chicago 18, Illinois

RADIO'S REACH / JUNE 1961

AM STATIONS ON AIR*	3,572
FM STATIONS ON AIR*	866
SETS MANUFACTURED**	1,384,052
RADIO SETS IN USE	156,394,000
CAR RADIOS†	40,387,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The 3,572 am stations on the air at the end of April represent an increase of 11 stations over the previous month. Applications pending: 541; stations under construction: 153.

FM STATIONS ON AIR: Fm stations on the air at the end of April number 866, an increase of 11 stations compared with the previous month. Applications pending: 73; stations under construction: 210.

SETS MANUFACTURED: Total radio production in March, 1,384,052, includes 384,227 auto radios and 75,044 fm radios. This total is 271,023 sets higher than the previous month. Total radio sales for March, excluding auto radios, is 853,821, an increase of 187,593 over February. Cumulative radio sales for the year total 2,100,729, just above last year's mark of 2,079,308 sets. Radio production to date this year totals 3,589,154 sets against 4,465,706 sets produced last year.

NETWORK: Pepsi-Cola Co. leads network advertisers in terms of total home broadcasts according to A. C. Nielsen Co.'s monthly index for four weeks ending April 2, 1961. Pepsi registers 341 broadcasts for a total of 133,585,000 home broadcasts delivered. In the second position is Sylvania Electric Products with 239 broadcasts and 130,764,000 home broadcasts delivered. Liggett & Myers Tobacco, Pharmaco Inc. and R. J. Reynolds Tobacco follow in third, fourth and fifth position, respectively. Mennen Co. leads in total commercial minutes delivered, broadcasting 112,211,000. Sylvania Electric Products is second with 103,941,000 commercial minutes delivered. In third, fourth and fifth position are Liggett & Myers Tobacco, Pharmaco and Studebaker-Packard Corp.

LOCAL: An audience participation program aired six nights a week on KOOD Honolulu (formerly broadcast on another station there) began April 1 with 41 weekly sponsors. All sponsors are on 52-week contracts bringing $2,600 in billings monthly to the station. Other new business signed by KOOD in April boosted the total increase in billings over March to $3,300. ■

*FCC, April, **EIA, March, †RAB estimate.

The Big WLW Radio World!

...with audience among top 10 in America!...and first in Cincinnati!

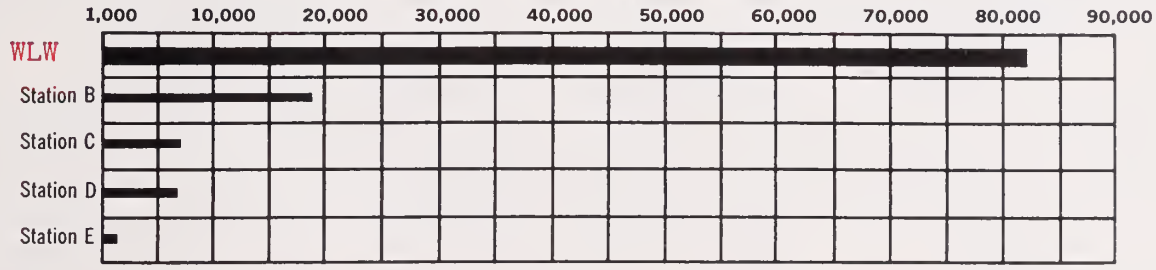
WLW RADIO now commands an overwhelming 70% of the daytime total audience, more than twice as much as the other 4 Cincinnati Radio Stations combined! And WLW Radio also commands 38% of the daytime metropolitan Cincinnati audience.

WLW Radio has increased its daytime total audience 50% in one year! And has increased its daytime metropolitan Cincinnati audience 27% in one year!

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative! You'll be glad you did.

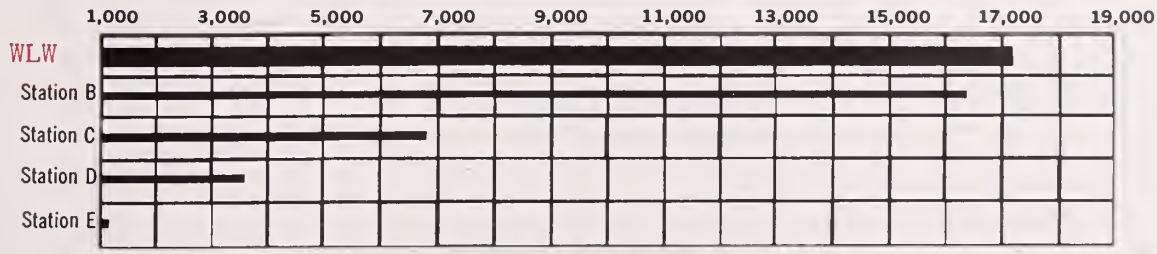
TOTAL AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (October–November 1960 NSI)

Number of Radio Homes Reached Per Broadcast. Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,200 radio homes in metro Cincinnati.



World's Highest Fidelity Radio Station — Crosley Broadcasting Corporation, a division of Avco

TIME BUYS

AMERICAN TOBACCO COMPANY

Agency: *Lawrence C. Gumbinner, New York*

Product: CIGARS

The tobacco company launches a 10-week drive beginning July 1 for Roi-Tan cigars. Spots have been placed in 15 top markets, predominantly on the west coast. Traffic and week-end times will receive the major portion of the schedule. Timebuyer is George Blinn.

BRISTOL-MYERS

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: DEODORANT

With summer approaching rapidly, Bristol-Myers opens an eight-week campaign for Mum deodorant. The flight will hit 30 markets in the south and southwest, beginning July 3. Frequencies range from 12 to 30 per week for one-minute transcribed announcements. Both day and evening times throughout the week will be used. Don Miller is the timebuyer.

CHURCH & DWIGHT CO.

Agency: *Charles W. Hoyt Inc., New York*

Product: BAKING SODA

A one-month campaign extolling the versatility of Arm & Hammer baking soda hits New York City and four major markets in Tennessee June 26. Besides its use in baking, says timebuyer Doug Humm, the product can soothe sunburned skin, wash cars and douse fires. Six stations in Chattanooga, Knoxville, Memphis and Nashville and three stations in New York (WOR, WNEW, WMGM) will carry the spots both day and evening, primarily during weekdays. Frequencies range from 20 one-minute announcements per week in Tennessee to 25 to 50 20s and 30s per week in New York, depending on the station.

HERTZ SYSTEM INC.

Agency: *Norman, Craig & Kummel Inc., New York*

Product: AUTOMOBILE RENTALS

The automobile rental service has begun a foray into about 10 or 12 selected markets. The starting time was June 5 for the eight-week campaign. All announcements are minutes.

PUROLATOR

Agency: *J. Walter Thompson Inc., New York*

Product: AUTOMOBILE FILTER

Blanketing the country with radio, Purolator, the oil and air automobile filter, opens an eight-week staggered campaign in 81 markets on June 26. Concentrating on traffic hours, evening and weekends, the spots will run 30 seconds and one minute. Frequencies vary according to location. The announcements will be broadcast both live and recorded with the Blair Group forming a major portion of the stations used. Helen Davis is the timebuyer.

SAVINGS BANK ASSOCIATION OF NEW YORK STATE

Agency: *Benton & Bowles Inc., New York*

Product: SAVINGS ACCOUNTS

The Savings Bank Association enters radio for the first time when it opens a 10-week campaign in New York State on June 25. In an effort to persuade the consumer to spend less and save more, the association has purchased spots in 15 major New York State markets. About 30 stations will broadcast the one-minute and 30-second transcribed announcements, primarily during traffic, daytime and weekend times. Bob Silberberg is the timebuyer.

TEXACO INC.

Agency: *Cunningham & Walsh Inc., New York*

Product: GASOLINE

A 100-market campaign, involving about 200 stations in all sections of the country, opens for Texaco on June 29. The drive will run through Labor Day, concentrating on traffic and week-end times. Frequencies average about 30 one-minute ets per week per market. Timebuyer is Bill Santoni.

VOLVO

Agency: *Sind & Sullivan, New York*

Product: AUTOMOBILES

The Swedish import has begun a drive into 14 major markets from coast to coast. Starting date was May 22 for the 13-week staggered campaign. About 45 stations are involved, broadcasting 20s, 30s and minutes during traffic times. Frequencies range from 10 to 95 per week, depending on the size of the market. Timebuyer is Jean Simpson.

BROOKS FOODS

Agency: *S. E. Zubrow Inc., Philadelphia*

Product: FOODS

A big flight of spots in 10 to 12 midwestern markets gets started the week of July 10 for Brooks best sell-

ers; catsup, barbecue sauce and baked beans. The Illinois food maker and packager, which uses radio as its only ad medium, will run this flight for four to six weeks. Markets to be saturated are St. Louis, Detroit, Chicago, Louisville, Grand Rapids, Peoria, Cleveland, Kansas City, Cincinnati, Milwaukee and Indianapolis. The agency has ordered a combination of 60- and five-second spots, with frequencies varied by market. The five-second announcements will get the most play in most markets. For instance, Chicago stations will be blitzed with 35 minutes per week and 70 fives. Weekday, daytime emphasis will lean toward Wednesday, Thursday and Friday, the favorite shopping days. Timebuyer is Yolanda Tini.

FORD MOTOR CO.

Agency: *Kenyon & Eckhardt Inc., New York*

Product: FORD INSTITUTIONAL

The *Ford Road Show,* in progress this year from March through July, moved into Minneapolis June 14 for a 10-day stay. A caravan of current Ford models that goes from city to city, the Road Show parks itself in a shopping center from which it sponsors live disc jockey broadcasts with commercials enticing the listener to "come see the Ford Road Show." In Minneapolis the show will be heard on four stations, using 18 20-second spots and six one-minute spots per station per day. All spots are live, promoting the Ford line. It is estimated that Kenyon & Eckhardt spent $2,400 for the Minneapolis placements.

GROVE LABORATORIES

Agency: *Doherty, Clifford, Steers & Shenfield Inc., New York*

Product: AMMENS MEDICATED POWDER

A 13-week flight, centering on 20 major eastern markets, was initiated on May 22 by Grove for its Ammens Powder product. A total of 40 stations are broadcasting the one minute ets at the rate of 24 per week. Week-days, both day and evening, are handling the bulk of the schedule, although some week-end time has been purchased. Bob Widholm is the timebuyer.

$1 BILLION+

will pour into New England during SUMMER VACATION MONTHS

33 Strategically Located Radio Stations:

MAINE
Augusta
Bangor
Biddeford
Houlton
Lewiston
Portland
Presque Isle

N. H.
Claremont
Concord
Hanover
Keene
Manchester

VERMONT
Brattleboro
Rutland
Waterbury

MASS.
*Boston
Fall River
Fitchburg
Greenfield
Hyannis
Lowell
Northampton
Pittsfield
Springfield
Ware
Worcester

CONN.
Bridgeport
Hartford
New London
Torrington
Waterbury

R. I.
Providence
Westerly

***BOSTON**
WNAC, 50,000 Watts
Key Station

ONLY
The Yankee Network
DELIVERS
96%
of this
RICH MARKET
PLUS
A Summertime Bonus
OF
MILLIONS OF TOURISTS, SPENDING MILLIONS OF DOLLARS, BUYING MILLIONS OF PRODUCTS!

THE *Yankee Network*

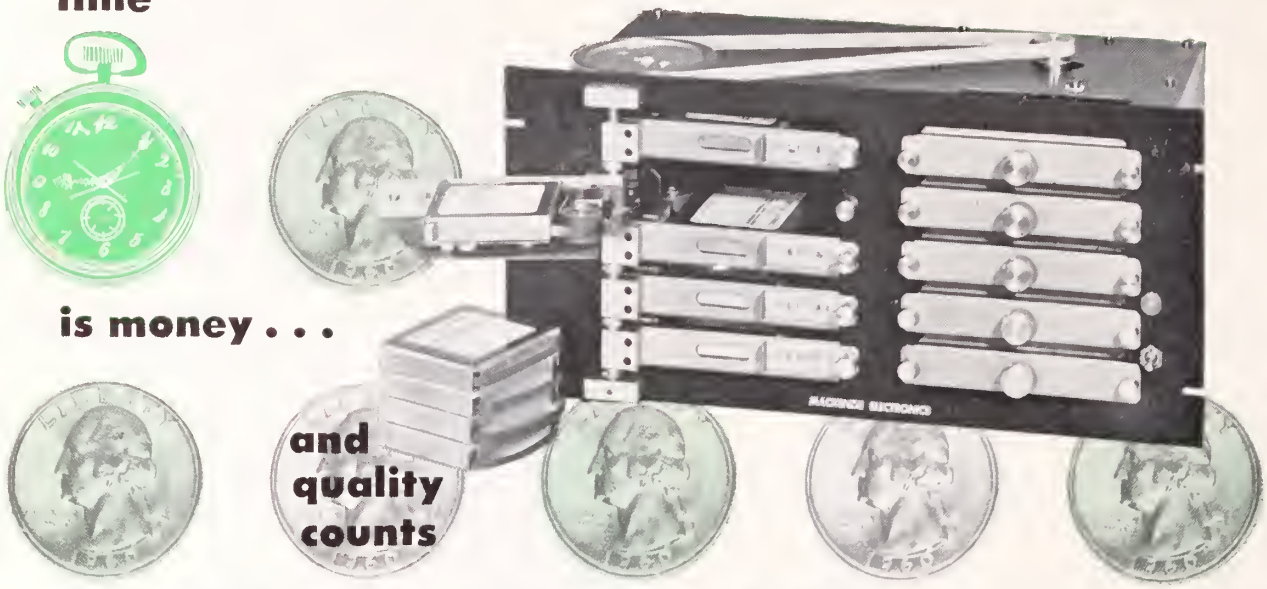
21 Brookline Avenue, Boston 15, Mass.

A Division of RKO General · Represented Nationally by H-R

Sell Your Product to ALL New England at 1 TIME WITH 1 BUY

When time

5CPB FIVE-CHANNEL SELECTIVE PROGRAM REPEATER



is money . . .

and quality counts

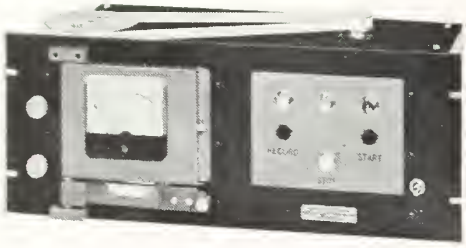
USE MACKENZIE "INSTANT" AUDIO

Proven by millions of hours of continuous service

NOTHING FASTER... NO HIGHER QUALITY!

The completely transistorized 5CPB features perfect quality and greatest reliability. It is the fastest automated audio unit you can get... carefully designed and built to give you the continuous, dependable service you need.

A PERFECT COMPANION! MacKenzie 1CPR Instant Recorder—and single-channel playback repeater—assures perfect pre recorded announcements...made in leisure time. Provides natural live quality reproduction...instant playback...instant automatic erasure, interlocked against accidental operation. Saves waste motion, lost time... makes every precious second count...for **you!**



Check how MACKENZIE "Instant" Audio can save you at least four minutes of saleable time each day . . . or at least 120 minutes of saleable time per month! Send coupon TODAY!

MACKENZIE 5CPB Five-Channel Selective Program Repeater gives you quick returns on your investment

TIME IS MONEY! And every second saved...every miscue or fluff that you eliminate means more time to be sold... fewer penalties...and all of these mean greater return on your investment.

The ruggedly built, completely dependable MACKENZIE 5CPB contains five continuous loop tapes that may be used simultaneously or individually...plays pre-recorded spots, announcements, commercials, station breaks, jingles, music bridges, sound effects...any material requiring precision cueing and instantaneous stop-start operation. Saves seconds-minutes-hours...puts money in **your** pocket!

Gentlemen,

☐ Please contact us immediately.

☐ Please mail me the complete story on MACKENZIE money-making equipment.

Name_____

Title_____

Company_____

Address_____

City_____ State_____

Norman J. Ostby, General Manager

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

1025 NORTH Mc CADDEN PLACE, HOLLYWOOD 38, CALIF. / HOllywood 3-5186

HOPE MARTINEZ

Timebuyer, BBDO Inc., New York
Winner of the June Silver Mike Award

She is not only the "happiest and luckiest timebuyer in New York"; she is also the most decorated woman timebuyer in the same city. Her name is Hope Martinez and she recently became the first woman to win the Silver Nail Timebuyer of the Year award of the Station Representatives Association.

"Although reps may complain about Hope because she is a tough individual," said Frank Pellegrin, executive vice-president of H-R Representatives Inc., in presenting the award, "they know that when they make a sale, BBDO has made the top buy."

Hope takes her reputation as a tough-minded buyer with grace and good nature. This combination of qualities has easily made her one of the best known and most respected of female timebuyers along Madison Avenue during the 15 years she has been with BBDO Inc.

She stepped out of a "dull job in an accounting office" to walk into advertising in 1945. She did so on the advice of a friend who thought she should give advertising a whirl.

And give it a whirl she did. When she went to BBDO she started in the accounting department there. A year later she was in the hospital for the birth of her only child, Claudia, now 14. Within four months she was back in the office, this time in the media department as an assistant timebuyer.

It was during these years that television was a baby and radio enjoyed the prominence of big billings—whether stars or advertisers. Hope first worked on the American Tobacco account for Lucky Strike (she still does) and the New York Telephone Co. account.

"In those days I learned a lot about radio that I've never forgotten. I think radio is terrific and I never hesitate to tell an account group they ought to use it if it's what the client needs," she says. In the past few years she has bought time for United Fruit as well as Luckies, two of the biggest radio users in the past decade.

Her real name is Esperanza, the Spanish word for hope. She was born in Spain, in the capital city of Madrid. Her parents brought the family to New York when she was very young.

She is married to John Anzolin, who works in New York in the automobile finance and insurance field. Of her career, she says, "Sometimes my husband doesn't exactly understand my work or why I find it so interesting. But we have always been able to keep a happy marriage in spite of my job. During a buying spree I may be in the office until 9 p.m., but we always make allowances for this because it is just unavoidable."

The Anzolins lived at one time in their own home in Nassau County, Long Island. But they now live in a Kew Gardens, Queens, apartment. "I just got slowly sick of pulling up weeds, cutting grass and commuting," she explains. It now takes her one-half hour to get to the office on the subway.

Hope says that daughter Claudia does not particularly want to be a timebuyer. "But if she did, I certainly wouldn't want to discourage her. I have loved my job. Claudia would like to study the dance. If she still wants to do that when she is old enough to start a career, I'll be 100 percent behind her." Claudia now attends a private school in Queens. Her mother would like to send her to college. But she thinks nothing can replace the education of learning the ropes on the job.

Recalling her own education, Hope says that she never planned on a particular career. She attended Washington Irving High School and Benjamin Franklin School of Business, both in New York City. "I liked my business courses, but I could never stand shorthand. All I knew was that I'd better train for something because I had to earn a living some day."

As the Silver Nail Timebuyer of the Year, Miss Martinez has not done badly at earning a living. Not badly at all. ■

GO REGIONAL!

COVER ALL KELO-LAND!

There's no stopping a radio spot when you place it on KELO Sioux Falls. 13,600-watt franklinized power hurls your message throughout all KELO-LAND. And KELO program power (built on sensible music picks, full NBC news, colorful weather reporting, on-the-spot sportscasts) drives your message home *convincingly!*

NBC

KELO

13,600 WATTS RADIATED POWER

Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President

Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R

In Minneapolis by Wayne Evans & Associates

MIDCO

Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

LETTERS

A HIT!

The "new" U.S. RADIO is a hit.

Format, editorial treatment and content all add up to a book which is truly representative of our industry.

Ed Papazian says radio "has no central voice."

The article entitled *An Open Letter to Governor Collins* notes "radio . . . needs a powerful, vibrant and truly national voice of its own."

U.S. RADIO is a step in the right direction.

ROBERT M. TETER
Vice-President-Radio
Peters, Griffin, Woodward Inc.
New York

Having just finished reading the first issue of the "new" U.S. RADIO, I must take this opportunity to add my congratulations to the many you have already received.

We derive a great deal of pleasure and inspiration from the fact that an excellent publication such as yours is dedicated to the same end we seek: the increase of "radio's power, prosperity and prestige."

We contemplate your future with excitement and anticipate your success with pride. May the coming years bring you that which you seek for others.

JACK D. ALEXANDER
Executive Vice-President
Futursonic Productions Inc.
Dallas

I appreciate the personal copy of the first issue of U.S. RADIO under your new prestige format. I'm pleased to see this improvement in a magazine that devotes itself entirely to the subject of radio, which is so often overlooked in other publications. Congratulations and keep up the good work.

Best wishes from WBZ, which this year celebrates 40 years of broadcasting in the public interest.

PAUL G. O'FRIEL
General Manager
WBZ
Boston

I read the April-May issue of U.S. RADIO from cover to cover upon my return from the convention and find it to be an all-radio journalistic masterpiece.

I was very much sold on the idea and philosophy behind U.S. RADIO previously, but the new approach, material and layout is certainly outstanding.

There's no question in my mind but what you are going to help radio's case in the years to come.

SIMON GOLDMAN
President
WJTN
Jamestown, N.Y.

I just finished reading the April-May issue of U.S. RADIO.

I am deeply thrilled that the industry now has a fine magazine willing to stand up and be counted *for* radio.

PHIL PHILLIPS
General Manager
KBRS
Springdale, Ark.

DEAR GOVERNOR

I think your May issue of U.S. RADIO is great!

Believe me, U.S. RADIO has come a long way since its first publication when as director of advertising for WBBM Chicago I placed an ad.

Your open letter to Governor Collins is the sort of approach that will eventually make U.S. RADIO the spokesman for radio that it should be.

Again, my hearty congratulations and kudos to the staff!

HARRY WILBER
General Manager
WBEE
Chicago

Seldom in 23 years of broadcasting have we written to a trade paper. Your *Dear Governor* letter, April-May issue, deserves commendation. It realistically outlines radio's challenges. It reflects mature and affirmative hope for an unfettered competitive mass media. It admonishes impassive industry leadership, selfish devisive actions, or petulant regulatory threats. We need greater unity.

BOB THOMAS
WJAG
Norfolk, Neb.

COMMERCIAL CLINIC

What a very nice article about our Mr. Julian Koenig and our agency. I know Mr. Koenig enjoyed reading it as I did.

I was wondering if you would kindly send me four or five copies of the magazine. Thank you for your attention and assistance.

DIANE SHUGRUE
Papert, Koenig & Lois Inc.
New York

Thank you so much for the copy of U.S. RADIO with the Falstaff story. I think it is a great article and I am sure that everyone from Buddy Griesidieck on down at Falstaff will be similarly delighted.

JOHN DICKSON
KMPC
Los Angeles

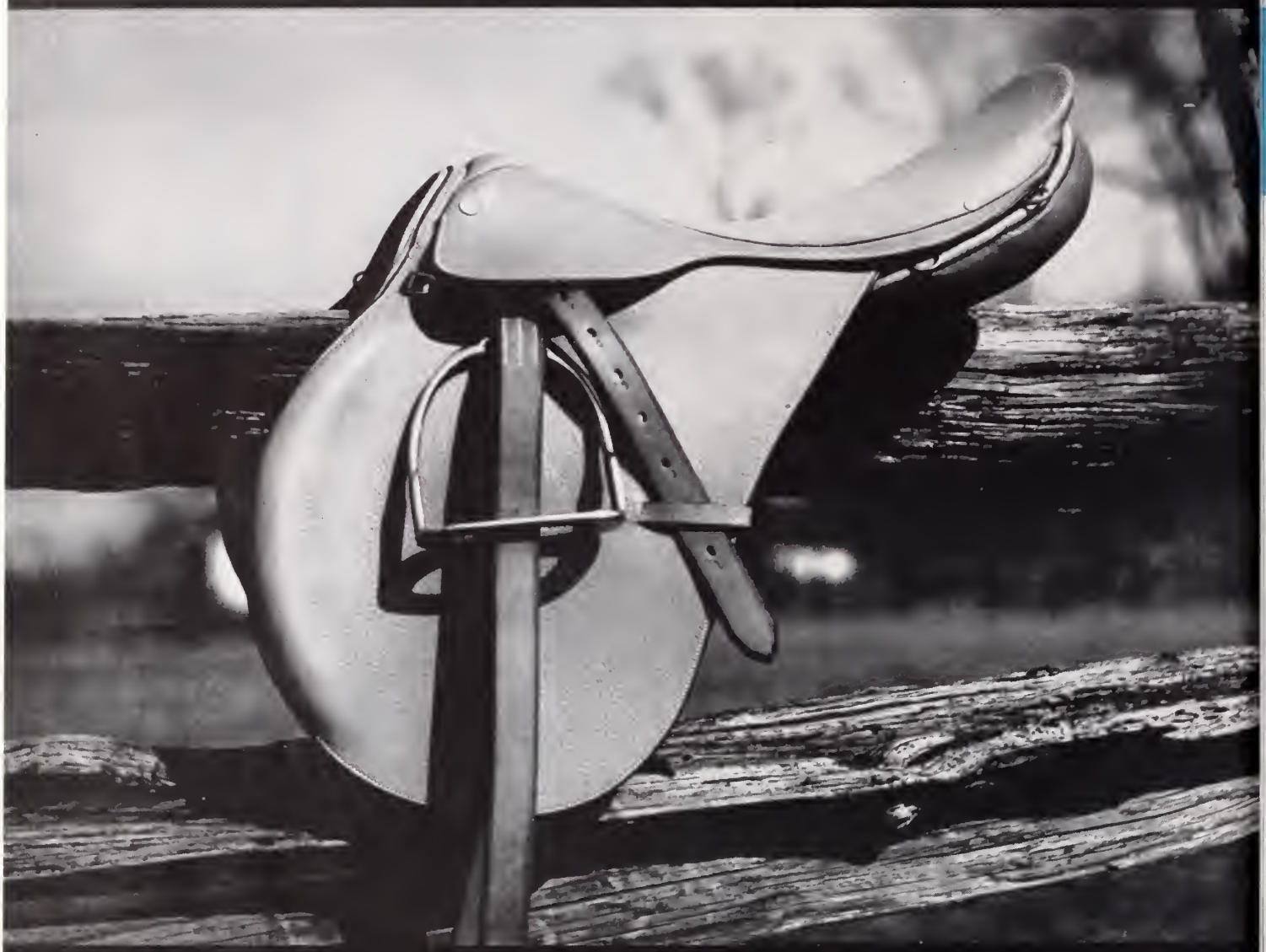
SILVER MIKE

It was a most pleasant surprise to pick up the March issue of U.S. RADIO and find that I had won your Silver Mike Award.

So often there is previous notice when such an award is made. I feel that a completely unexpected award seems to have added luster. My second surprise came when I received the very handsome and useful ashtray bearing the miniature silver mike. It is on my desk as I write you, and it will always have a place of honor in my office.

ROBERT E. DUNVILLE
President
Crosley Broadcasting Corp.
Cincinnati

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND



QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH-WORTHINGTON FORWARD SEAT SADDLE, CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794, THE SMITH-WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

With $25 million a year in radio, the auto makers can hit drivers right behind the wheel. This explains...

WHY DETROIT LOVES RADIO

As 1961 nears the midway, leaders of the United States automobile industry, who hold, it is said, the weights to the scale of the American economy, reflect on a selling season that fell short in a long way.

Although optimism from Detroit opened the model year last October with advertising budgets as high as ever, confusion within the industry sparked by the introduction of five additional compacts later caused the automakers to shift into low gear. The brakes were applied to all phases of manufacturing and marketing. Production skidded, layoffs began, and advertising, where possible, was reduced.

Restless admen then mused that radio, most flexible of media, might suffer the greatest from cutback of Detroit ad monies. Because automakers were under firm, long-term commitments for network television and national magazine space, the prophets of loss forecast that radio would be the chief nominee for the chopping block.

The prediction was never realized. In fact, it was reversed.

Radio, because of its very flexibil-

ity, became the medium on which Detroit could most lean. By checking business figures, (which automakers do regularly and often to map advertising), it was possible to order radio schedules immediately on the heels of a climb in sales. This condition produced a more than usual sporadic pattern for the buying of radio.

On the local scene, America's 32,896 automobile dealers kept a steady pace of local radio advertising. In most communities, dealers who have not been off the air in years insisted they do not intend to get off the air in 1961.

The introduction of eight new compact cars—in less than eighteen months—achieved part of Detroit's goal: Sales of imported cars in the U.S. dropped in 1960 for the first time in six years.

A rise in sales and production began to be felt as the automotive industry moved into the summer months. The last week in May became the second best production period so far this year. But the year-to-date total is 35 percent behind that of a year ago.

It is known that in 1960 the five major automotive manufacturers—American Motors Corp., Chrysler Corp., Ford Motor Co., General Motors Corp. and Studebaker-Packard Corp. — spent approximately $120,000,000 on advertising. It is estimated that they spent $25,000,000—give or take a few—on radio advertising during that year. This figure, of course, includes the outlays for introducing the 1961 cars.

Radio advertising for Chevrolet, which spent $3 million, this year took three roads: national spot, network and local spot. The national spot campaigns began at introduction with 52-week contracts, while networks carried Chevy commercials via CBS and NBC news. Chevrolet also made extensive buys on stations of Keystone Broadcasting System, which the agency classifies as network purchases. In local markets, most of Chevrolet's 7,065 dealers participated actively in campaigns on their community's stations.

Chevy began its 29th year in radio last fall with a three-week introduc-

Levart

tory campaign that reached into 150 markets using 300 radio stations, according to Robert H. Crooker Jr. who is associate media supervisor on the account at Campbell-Ewald Inc., Detroit. During the announcement period Chevrolet's frequencies hit 36 spots a week per station, concentrated in drive times and on weekends. The announcements were one minute transcriptions.

"We purchased spots on at least two stations per market," reports Mr. Crooker. "During the introduction frequencies were as high as 36 spots a week including weekends. Most of our spots were run during drive times. The remaining 30 percent were scattered through the schedule, with some dropped in on weekends."

When the introduction ended, Chevrolet's radio campaign did not. Spots continued in selected markets, at least 60 strong, on 125 stations. However, according to the Campbell-Ewald, frequencies dropped to 10-12 spots per week. Again, Chevrolet used at least two stations per market. Spots were placed the same way everywhere: a minute in morning drive time and another in the afternoon drive period. Where 12 spots a week were bought, the extra two ran on Saturdays.

The spot campaign is still running in some markets. But some markets were dropped at the end of March, according to some trade sources. Chevrolet denies dropping any markets, but the fact that it was done is generally agreed.

As one industry source revealed, "Chevrolet was on a large number of stations in many markets on a 52-week basis which was terminated March 31." Another spokesman revealed that Chevrolet broke off its campaign in a "heartbreaking manner. It first cancelled completely, then reinstated some campaigns. It later changed its radio advertising to alternate-week-schedules in markets that were reinstated."

On the networks, Chevy has been and continues to be extremely active. CBS Radio reports that Chevrolet has renewed sponsorship of the "Chevy News" with Robert Trout and Allan Jackson. The auto firm has sponsored Trout and Jackson newscasts since July, 1954. It takes 12 five-minute programs on Saturday and Sunday. The long-term tie-up between Chevrolet and these two radio reporters has linked them irrevocably in the public mind, thus providing a classic example of sponsor identification with a type of program.

Chevrolet has also sponsored such CBS radio programs as "Challenge of the Fifties," and "Years of Crisis."

On NBC, Chevrolet has 85 *News on the Hour* programs per week. The 10-minute newscasts are scheduled 17 a day, Monday through Friday, and are shared by four sponsors. Each program has a one minute announcement for the primary sponsor and 30-second announcement for the secondary sponsor. Sponsors are rotated in such a way that Chevrolet's commercials would be heard on eight news shows one day, nine the next.

Chevrolet reports that when its wholesale cancellation of spot radio was rumored its spot schedules were limited to those markets where there were no NBC or CBS network outlets carrying its programs, according to Carl Uren, assistant advertising manager.

Chevrolet dealers are active in their localities, but not on the scale of Ford dealers who benefit from J. Walter Thompson's determined organization of their ad programs into a tight network.

Most Chevy dealers have long contracts with one or more stations. Others stay off the air for a while and "heavy up" with saturation campaigns at sales-projected intervals.

The most spectacular local campaign for Chevy this past model year was the Chevrolet dealer association buy of the complete commercial schedule of a half-dozen stations in the Portsmouth, Va., area for an entire day.

"Chevrolet is heavy in radio, because, we feel that it gives us excellent coverage in major markets. It is sound and economical," says Jack Izard, Chevrolet's advertising manager since January, 1960. "We encourage our dealers to use radio whenever the opportunity arises." Campbell-Ewald coordinates ad programs for several dealer associations, but the bulk of dealer advertising is handled direct by dealers or through local ad agencies.

Carson Pontiac, St. Louis, celebrated first anniversary with painted Tempest. Dealer advertised on WIL all year.

Rambler dealers of Philadelphia co-sponsor WCAU broadcasts of Eagles football and weekday sportscasts.

In contrast, the Ford Division of Ford Motor Co. has perhaps one of the most streamlined dealer circuits of any new car manufacturer. It has been variously estimated that J. Walter Thompson places from $5 million to $7 million every year for Ford in radio. Most of this is spent on the local level by dealers. Less $2 million, perhaps less than $1 million has been spent on national spot this year, the second year that Ford has been all but off national airwaves except for announcement time.

Last fall, according to Thompson's chief timebuyer on the account, Harold Veltman, Ford opened the model year with national spot in its top 60 markets. The campaign was shared equally by the Ford car, the Falcon compact, with some time go-

ing to Ford's Thunderbird.

Ford went on the air for Falcon with a two-week campaign beginning April 19 in 60 markets. Using frequencies from 45 to 90 spots per week in this multiple-station buy, it is reported that Ford spent $165,000 on the campaign. Most announcements were scheduled during drive times, but they were supplemented in a few cases with weekend spots.

The company used spot at one other instance in the Fall, 1960. Says Edward Rodgers, administrator of broadcast advertising for Ford Division, "We used radio to promote our 12-month warranty last Fall. We went on the air so fast that we wired live copy to our field representatives and they had it on the air within 24 hours. This was a demonstration of great flexibility. It certainly met our demands. I would like to learn more about other ways in which radio can be used for its flexibility."

Ford does not advertise on network radio.

But it remains for the local activities of the 6,756 Ford dealers, organized into 36 dealer associations, to tell the real story of Ford's stake in radio.

In the New York district of Ford Dealers Association, there are 126 dealers, according to Carl Rhodes, JWT's account executive for the district. "The 1961 radio budget for the New York FDA," he says, "is nearly one-fourth, or about 22½ percent of the total advertising budget. Keeping in mind that the local dealer is very much a part of his own community, we often place his schedules on low-power stations to avoid too much overlap into another dealer's area. Sure, we like the greater reach that the more powerful stations provide; but a dealer has a strong personal identification with his community and he likes to show

The major automobile companies, their products, the advertising

ADVERTISER	ADVERTISING EXECUTIVES	AGENCY
American Motors Corp. Rambler, American	E. B. Brogan—AM	Geyer, Morey, Madden & Ballard Inc., N.Y., Detroit
Chrysler Corp. CHRYSLER DIV. Chrysler, Imperial	James L. Wichert—Dir. Adv. James A. Lawson—Dir. Sales Prom. Elmer W. Rupp—Adv. Coordinator	Young & Rubicam Inc., Detroit
DODGE DIV. Dodge Dart Dodge Polara Lancer Dodge Truck	Wendell D. Moore—Dir. Adv. & Sales Prom. Arnold C. Thomson—Adv. Mgr. (Car) R. L. Goodwin—Adv. Mgr. (Truck)	Batten, Barton, Durstine & Osborn Inc., N.Y., Detroit
PLYMOUTH DIV. Plymouth Valiant	John C. Guenther—Adv. Dir. William A. Hammond—Mgr. Adv.	N. W. Ayer & Son Inc., Philadelphia, Detroit
Ford Motor Co. FORD MOTOR DIV. Ford Falcon Ford Truck	John R. Bowers—AM Edward Rodgers—Adm. B'cast Adv. David W. Lee—AM—Ford Truck	J. Walter Thompson Inc., N.Y., Detroit
LINCOLN-MERCURY DIV. Comet Lincoln Mercury	Chase Morsey Jr.—Mgr. Gen. Mktg.—L-M Div. Robert J. Fisher—Adv. & Sales Prom. Mgr.—L-M Div. Bruce E. Miller—Adv. & Sales Prom. Mgr.—Mercury & Comet Harry L. Swan—Adv. & Sales Prom. Mgr.—Lincoln Continental	Kenyon & Eckhardt Inc., N.Y., Detroit

his loyalty to the community station. The dealer and the station manager are both local business men trying to strengthen business in their town."

In other Ford districts, radio gets an even larger share than the one-fourth of total budget allocated in New York. Murray Kester, vice president and general sales manager of New York's newest Ford agency, Gotham Ford Inc., has spent many years with agencies in smaller markets such as Wilkes-Barre and Doylestown, Pa.

"In the smaller towns," says Mr.

Continued on page 52

No. 1 agency radio buyer

Some $5 million of Ford radio advertising is placed annually by J. Walter Thompson timebuyers under the supervision of Ruth Jones, associate media director.

agencies and the men and women responsible for radio campaigns

ACCOUNT EXECUTIVES	MEDIA EXECUTIVES	TIMEBUYERS
John F. Henry Jr.—VP-AS-Det. Neal Nylan—VP-Dealer Adv.-Det. Allen Gage—AE-Det.	Arthur L. Terry Jr.—Media Dir.-Detroit Jan van Emmerik—Assoc. Media Dir., Broadcast—NY	Eugene A. Letourneau—Detroit
J. J. Serigny—AS	Thomas R. Maynard Jr.—Dir., Media Relations	Calvin Nixon
Robert E. Anderson—VP-Det. John McKee—AS-Det. Albert J. Weinrich—VP-Admin.-Det. Scott Frampton—AE-NY Don Grant—AE-NY John Wilson—AE-Det. (Passenger Cars) William Gerstenberger—AE-Det. (Trucks)	John Bestecki—Media Contact Liaison	Woodruff (Woody) Crouse—Detroit Mal Murray—NY
R. T. O'Reilly—VP-Det. Louis T. Hagopian—AS-Det.	Robert Rowen—Media Super.-Philadelphia	Don Heller—Phil. Mrs. Billie Farren—Phil. Betty Kaufman, asst.—Phil.
Franklyn R. Thomas—AE-Det. Robert Smith—AE-Det. (Ford Car) Ted Teagarden—AE-Det. (Falcon) William Carpenter—AE-Det. (Used Cars) Harry Clark—AE-Det. (Parts and Service) Joseph Swoyer—AE-Det. (Ford Dealers Assoc.) Burton Durkee—AE-Det. (Ford Dealers Assoc.)	Richard Jones—V.P., Media-NY Ruth Jones—Assoc. Media Dir.-NY	Harold Veltman—NY-Chief Walter Riley—NY Richard Macaluso—NY Dorothy Thornton—NY John Flynn—NY Madeline Blount—NY Eric Selch—NY
G. P. C. Fry—Sr.VP-Det. Robert Black—AS-Det.—Lincoln & Ford Corporate David J. Gillespie—AS-Det.—Mercury & Comet Robert Fitzgibbon—AE-Det.—Lincoln Continental Robert Ellis—AE-Det.—Mercury	J. Clifford Wilson—V.P., Media-Det. A. F. Yagley—Media Super., Lincoln Continental-Det. John P. Hickey—Media Super., Mercury & Comet-Det.	Bob Morton—NY Ray Fertakos—NY

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FOR REMAINDER OF CHART

Last month the editors of the new president of the NAB,

THE GOVERNOR

U. S. RADIO SAID:

"It is unfortunate that television and radio are so often and so carelessly lumped under the general title of 'broadcasting' . . . . radio too frequently is short changed. Its distinctive mission, character and importance become blurred.

"Radio today has five great needs. They are:

1. *Radio needs more identity.* Radio men must express and emphasize those things which make the medium different, special and unique.

2. *Radio needs greater pride.* Many radio broadcasters have developed a sense of inferiority unjustified by the facts of radio's achievements.

3. *Radio needs higher goals.* Not one of the leading radio men we have talked to recently believes that the medium has yet achieved more than a fraction of its potential as a medium of communication and a medium of commerce.

4. *Radio needs real leadership.* This huge diversified business in which individual decision by hundreds of individual operators is the strongest guiding force, has nevertheless an urgent need for strong leaders.

5. *Radio needs a truly national voice.* Radio's story must be told on a broader scale, and it must be told in depth.

"These, Governor Collins, are the beliefs on which we are building the new U.S. RADIO.

"We commend these same goals and objectives to you in your radio work at the NAB."

U. S. Radio addressed an "Open Letter" to the new Governor LeRoy Collins, outlining radio's five great needs

REPLIES TO OUR OPEN LETTER

NAB'S PRESIDENT ANSWERS:

"It was with great interest and appreciation that I read your 'open report' addressed to me in your recent issue.

First, permit me to congratulate you on your expanded format.

This dynamic medium is too significant, immense and varied to be appraised briefly, and it is good to see additional coverage devoted to it in the trade press.

You have outlined five goals for radio—the needs for more identity, greater pride, higher goals, real leadership and a national voice.

They are all worthy, indeed necessary.

They are goals all of us who are interested in the improved welfare and stature of radio broadcasting support, and NAB welcomes strong allies in its continuing efforts to improve the estate of radio broadcasting.

As you know, NAB has been active in the promotion of radio—through such efforts as the 'Sell Radio With Radio' campaign and the National Radio Month observance. We intend to intensify and broaden our activities on behalf of radio in the months ahead.

At the NAB convention, I said that with better research we can find a much brighter future for radio in this country, and I added that in the research center I proposed for NAB to establish one of the first broad areas, out of which specific assignments would arise, should be: 'Where do we go from here in radio?'

As for the increased stature of radio broadcasting, I can recommend no better prescription than an intelligently and fairly executed program of broadcast editorialization by radio stations. In this way radio cements its integral position in the overall positive forces for community improvement.

We will need, of course, continued improvement in and more effective enforcement of our Code of Good Practice. This is the public's best assurance of our commitment to quality, and our own best assurance of integrity.

By the combined efforts of all of us interested in radio's advancement, I am sure that we can contribute significantly to the greater future which will be radio's.

Toward that goal we need a chorus of voices, sounding in harmony the myriad virtues of radio broadcasting. Yours is warmly welcome."

Sincerely,

LeRoy Collins

"Radio has great flow. It follows people wherever they go. That's why it's a

Gerald Arthur, Donahue & Coe v.p., listens to historic radio programs on client presentation tape he prepared

good qualitative buy."

Photography by Herb Levart

"MORE PERSONAL THAN TV"

AGENCYMAN ARTHUR

JERRY ARTHUR of Donahue & Coe Inc., New York, is a soft touch for a radio schedule. His job as vice president and media director envelops all media, but he quickly confesses a warm, personal interest in radio. "I have been nuts about radio since I was a kid," he recalls. "When I got out of high school I started to learn everything I could about it. In college (Harvard), I wrote my thesis on radio as an advertising medium."

Today, he still takes an active interest, both personal and professional, in radio. So much so, that he has given hours of his time to the preparation of a four and one-half hour tape that tells the history of radio through excerpts of famed programs. For this collection he researched in network tape libraries. He plays the tape for anyone who has time to listen. Parts of it are integrated into the agency's radio presentation for its clients.

Donahue & Coe clients use a lot of radio, and, if they follow Mr. Arthur's prescription, they use it wisely.

He likes to point out to them that radio is one of the best media for reaching the qualitative audience, the "who," instead of the "how many." The "who," Mr. Arthur believes, is one of the most important elements in media selection.

"All advertisers should buy media on a qualitative basis," he is convinced, "but some don't. They don't because they have so much money to spend that they will spend it on the mass, reaching people who are not even prospective customers."

plays a vital role. "Radio," says Mr. Arthur, "being a highly personalized medium, lends itself to the qualitative approach. Unit-wise it is a low cost medium that can deliver very specific audiences.

"Radio offers the greatest possibilities for advertiser involvement in personal life. Television is mass, but radio is personal. You can get people at different times of the day—as they brush their teeth in the morning, cook breakfast, drive to work, clean the house, wash the car, go to bed. With this kind of personal listening, an advertiser can get mass *unduplicated* audience.

as he drives to the office or to a resort on a holiday."

But to use radio properly for its advantages is the trick, claims Mr. Arthur.

How does the media director advise his clients to use the medium?

"Units of audience in radio are not that big," according to Mr. Arthur. "You must use radio enough. We sometimes use it for what we call a 'tonnage' effect of total exposure.

"For one of our clients we recently ran six- and four-second announcements of frequencies from 100 to 400 a week. Campaigns like this offer the biggest challenge to an agency and an advertiser. They should be based on sound marketing judgment and intelligent creative planning.

"Another way in which we used the 'tonnage' principle was in a campaign a year ago for a drug company that wanted to revitalize a product that had been dormant for many years. So we conceived an all-media test campaign that ran in several markets. Radio announcements led up to the breaking of other media ads in each market.

"We ran 275 to 300 spots a week on behalf of this product. The results were outstanding and the campaign went national shortly after that."

Jerry Arthur stands firm on his opinion that it is foolish for an agency to buy a station on the basis of the "numbers."

"To us, the Number 1 station in a market is the station that can best fulfill the needs of our client," he defines. "You cannot approach a station buy in any other way. To do so is unrealistic.

"There is no slide-rule method of buying radio. The idea of buying the cost-per-thousand way is fraught with pitfalls.

"To be our Number 1 choice, a station must reach the audience we want to reach—efficiently enough to get impact. We go to great lengths to choose the kind of station that fits the bill for each campaign.

"The first step toward finding the right station is to analyze all available public information on that station.

"The second step is to carefully check the habits of people in the community. We find out such infor-

Taking time to relax in his office between client meetings, Jerry Arthur recalls Amos 'n' Andy *days of radio when ratings were higher than tv shows' today.*

Another reason advertisers favor the quantitative reveals a new angle. According to Jerry Arthur, "A lot of advertisers have the misconception that they are national advertisers. They are not. They may be strong in 50 or 60 top markets. Conversely, they may be strong in a few hundred small markets, weak in larger ones. The knowledge of where an advertiser is strongest determines the media approach to his marketing situation."

When the agency finds out where a client's prospective customers are, and who they are, then a media selection can be made in which radio

"Radio has great flow. It *follows* the people. This is its greatest virtue. Advertisers must realize this and change their creative approach often in order to match the listener's behavior at the time of day he is listening.

"And radio has a physical *closeness* to the listener that no other medium can duplicate. Television is still in a phase where it is a space apart from the viewer. There is a distance between the viewer and the set. But the radio is so close that it is right on the nightstand by the listener's ear as he goes to sleep, or next to his armchair as he relaxes, or in his car

mation as waking times, shopping habits, driving habits, community events, whether the city has public beaches, and so on. Our media research staff is constantly alert for changes in living and listening habits so that we can find new uses for radio.

"The third step is to take the program log of a station and analyze it carefully to see if it is truly programed to its audience. If it is, and if in its total audience sit the people we want to reach, this is our Number 1 station."

When he buys a station, Mr. Arthur does not like to buy it in a restricted way—weekdays, drive times, for example. He believes he can do a much better job for his clients by taking advantage of more total exposure.

"Agencies should unlock more of the magic power that radio has at all times of the day, or on weekends. The practice of limiting buys to a few hours a day is not sound. The logs are too crowded and impact is reduced.

"I would say that representatives can help to solve this problem. And the solution lies in the structure of the station rate card. Buying on a rotating plan would be better than the present fixed position. The rate card should provide some incentive for an advertiser to buy on a total exposure basis.

"Radio should be bought on a weekly instead of a daily basis. But a station must provide an advertiser with incentives."

Mr. Arthur believes that radio is missing a big bet by not promoting the use of regional networks. Regional networks would allow an advertiser to have continuous markets available to him. He could better follow his distribution pattern.

"He would also be more in a position to benefit from station merchandising services. In the past few years, radio has become extremely merchandisable on the local level. Radio stations help in a campaign before and after the campaign is on the air, as well as during the campaign.

"Some of our timebuyers go into the field and do nothing but help a station set up merchandising and promotion programs for particular campaigns.

"An example," Mr. Arthur explains, "of how our timebuyers work with stations was our recent merchandising in coordination with a radio campaign for Kasco dog food. We asked stations to help us conduct a 'Name the Pup' contest. They cooperated beautifully and I think we had a campaign that was more effective because of the way the merchandising was handled. It added depth to our campaign which showed in supermarket sales."

Donahue & Coe's media director stands apart from many of his industry counterparts in one opinion he holds. He has no axe to grind with the rating services. "I don't think the rating services today hamper the media buyer at all. The more ratings, the more checks you have on what you are doing and how right it is. A central rating system is not only unfeasible, it is unnecessary."

But he does see ways in which radio would benefit by more research. In particular, he feels that more should be learned about out-of-home listening. He would also like to see research on the relationship of radio listening to magazine reading. And he would like to see radio establish more basic circulation values.

Another radio research area that has remained a constant void has

Walter Weir (second from l), chairman of Donahue's & Coe's executive committee, and Don West, agency president (r), take "five" for a hall conference with Jerry Arthur (l, back to camera) before an important client meeting in New York office.

been fm. Donahue & Coe has been exploring fm for a year and a half. With no facts available, the agency decided to go after them itself. It has participated in a study with set manufacturers and stations that should be available soon.

"Fm can no longer be ignored," Mr. Arthur asserts. "We feel that it is important enough that we should give our clients all the facts about it we can. But fm is not a medium on its own. It is a medium within a medium, just as *Harper's* and *Look* are each a medium within a medium."

Jerry Arthur's personal interest in radio causes him to think pretty seriously about it. And he nurtures a few serious notions about what it would take to make spot radio gather more steam.

"Radio is so unique that it needs the concerted attention of those people who hold it apart from other media. I think there should be two national associations of broadcasters —one for television, the other for radio. As it stands today, television constantly overshadows radio in industry functions. Even on the local level, I don't think it's a particularly good idea for both a radio and television station to be owned by the same person.

"I also think it would be a good idea for radio stations to form a bureau of exchange so that there would be cross-pollination of ideas from market to market."

One of Mr. Arthur's pet subjects is how radio has changed and "grown up" since its birth. In fact, radio's history is important in the agency's client presentation on the medium. The presentation tells of radio's evolution, its recovery from the television threat.

"Radio has changed and will continue to change. It has changed so radically that the name 'radio' no longer applies. It is a misnomer and should be replaced. During the postwar period, a lot of people went into radio to make a fast buck. These non-broadcaster businessmen have hurt radio's integrity. And when television came on the scene, it came so fast that many of radio's talented people defected to the newer medium. It took radio a long time to recover.

"Radio today is a medium more clearly defined than it has been for 15 years. It has gone through its Dark Age and entered its Renaissance. Television has not.

"Radio's process of evolution has been reflective of the times. All media reflect the socio-economic conditions of the culture they serve and which, in turn, sustains them. For instance, in the '30s, 12 of the top 15 radio programs were comedies. People wanted to laugh during those depression years, and they got what they wanted—some of the best radio comedy of all time. *Amos 'n' Andy* got ratings in the 70's then, ratings never since equaled, even by a television program."

The evolution of radio, particularly as it has signaled the rise of independent stations, has shifted the responsibility for refreshing program ideas from national networks to local stations, Mr. Arthur notes.

"In the large markets, the independent stations have to live with the problem of 'How do we stand out?' These stations have finally resorted to the advantage of radio's innate 'sound.' They have developed a continual sound or identity that is not unlike an advertiser's logotype in an advertisement. The identity they have developed has, in a sense, been dictated by the preferences of the people the station wants to reach.

"These sounds and identities vary in every market. That's why stations under group ownership have to be programed carefully. I think it is a big mistake for a group to have identical program philosophies or formats for each station it owns. The smart group owner will program each station to the audience he wants to reach as characterized by th market in which it is located."

Radio programing has become imaginative on the local level, Mr. Arthur observes, but there are still some old program types and new program tastes to be developed. He particularly singles out children's programing as being neglected by most radio stations.

"Radio has lost completely the children's audience. Many radio stations are able to put on fine children's programs. Radio through sound can create word pictures that stimulate the imagination of a child. Television cannot do this. Television, in fact, robs the young viewer of his imagination by supplying the picture to go with the words.

"If children's programs were to return to radio, it is likely that radio's defectors, the breakfast cereals and other food advertisers, would come marching back."

"If children's programs were to return to radio, it is likely that radio's defectors, the breakfast cereals and other food advertisers, would come back."

And what of the future? How will radio fit into the vast changes that will come into our lives through the achievements of science?

"In 15 years, we may not have broadast media as we know them today. Instead, we may be able to go to entertainment stores and buy or rent taped shows. We may be able to take them home and play them on our own machines. This may be our leisure entertainment. Toll television will give us live coverage exclusively of sports, news.

"The housewife may use closed-circuit television to do her marketing. Through automated television she may see the supermarket shelves from her home, push buttons for her selections, and have the groceries delivered.

"If these changes occur, of course, the role of the advertising agency, the advertiser and media will be considerably different and considerably more complex." ■

$10 BILLION TEEN MARKET —AND RADIO OWNS 'EM

ONE subject seems to have produced a maximum of thought, wonder, amazement, despair and utter confusion: the teenager.

In dealing with the irascible teen, parents more often than not feel like a third baseman trying to pick up a ground ball with a baseball glove on each hand.

If the teen's bubbling, ebullient world produces more than its share of filial headaches, the marketing man can thank his stars.

For the lure of the teenage market is proving more attractive each day. Greater independence, assertiveness, speed-up in communications have all shaped a marketing universe that currently accounts for about $10 billion a year in expenditures on all types of items and services.

And habit studies are continually demonstrating that the mass media choice of teenagers is radio.

In a study conducted for *Seventeen* magazine by the Eugene Gilbert research organization, teenage girls said they listen an average daily

Radio provides teenagers with companionship without invading privacy; thus, it enjoys greater acceptance than other media.

Radio, Seventeen study proves, can lure the teenagers, unique among consumers, to the advertiser who taps the resources of the airways

RADIO OWNERSHIP AMONG TEENAGE GIRLS*

53.4% own portable radios

35.8% own table model radios

23.8% own clock radios

TIME SPENT BY TEEN GIRLS WITH RADIO*

Average daily (median) time girls spend with radio: 2 hours and 13 minutes.

	Weekdays	Weekend days
Don't listen	3.0%	2.7%
15 minutes or less	3.6	4.0
30 minutes	19.4	3.4
45 minutes	8.7	8.5
1 hour	7.9	23.2
2 hours	17.1	17.1
3 hours	18.8	19.0
More than 3 hours	14.0	15.2
No answer	7.5	6.9

* Seventeen Magazine—Eugene Gilbert Research Organization.

(median) time of two hours and 13 minutes; about a third listen three hours or more a day.

The study was conducted among 4,532 teenage girls. The survey technique was in-depth interviews.

Radio's influence with this group can be seen in answers received to the following questions:

- *"What did you do after getting up in the morning?"*
  Listened to radio, 16.5 percent; read newspaper, 14.4 percent, and watched television, 4.5 percent.
- *"From the time you came home in the afternoon until you ate dinner, what did you do?"*
  Listened to radio, 16.5 percent; did homework, 16.3 percent; talked on phone, 15.4 percent; watched television, 11 percent; read, 5.8 percent (among other responses).
- *"After dinner until bedtime, what did you do?"*
  Listened to radio, 22.1 percent; watched television, 10.2 percent; read for pleasure, 6 percent; did homework, 53.9 percent; talked on phone, 43.7 percent.

Indications of the growing size of the teenage market are these facts from the Bureau of Census. The Census grouping of ages 15 to 19 alone shows that in 1960 there were 13.5 million teenagers in this category, representing eight percent of the total population. A decade before that in 1950, there were only 10.7 million, accounting for seven percent of the populace.

Intriguing from a marketing standpoint is the projection for 1970. According to estimates, there will be 19.2 million teens from 15 to 19, representing 9.2 percent of the total population.

And the lure of the teenage market is not because of her and his roles as homemakers or wage earners, or as buyers of cars or wedding gowns or as purchasers of homes and furniture in the future.

The appeal of this *purchasing* group is in the present, too.

In the study conducted for *Seventeen,* it was reported that 800,000 teen-age girls become engaged each year; 565,000 own their own cars; 3.8 million work full or part time.

Teen girls, the study states, spend $300 million annually on cosmetics.

They spend approximately $3.2 billion annually on apparel and footwear. The *average* teenage girl spends $300 a year on her wardrobe.

More than three million girls from 13 to 19 years of age drive a car.

Two out of five influenced the purchase of the last family car in some way.

51 percent of the girls interviewed in the *Seventeen* study traveled with their families on vacation and influenced decisions about the trip.

Four out of five teenage girls cook or bake everything from cookies to casseroles.

46 percent make their own breakfast.

51 percent who eat lunch at home or take their own lunch to school prepare it themselves.

4.8 million teenage girls have hobbies.

What makes the teenager tick? And why is he or she a special market?

PROGRAM FAVORITES OF TEENAGE GIRLS*

	AGE CLASS		
	13-15	16-17	18-19
DISC JOCKEY	80.5%	71.2%	75.4%
OTHER	11.8	15.5	17.8
NO ANSWER	7.7	13.3	6.8

* Seventeen Magazine—Eugene Gilbert Research Organization.

Psychological research on the attitudes of teens can be related to marketing:

- A cultural lag between the age of physical maturity and the age of assuming adult responsibility obviously makes them different from any other group in the population.
- Awareness of their physical development combined with the need to submit to parental control or restraint engenders an atmosphere of rebellion and unwillingness to accept established patterns of social behavior.
- Teenagers, therefore, find a basic ned to be "in" with their own group and sometimes "out" with all others.
- Such thinking embodies their reactions not only to social situations and issues, but also to products and services.
- Most teenagers like to feel that they exercise considerable control over purchases intended for them even when the parent is providing the necessary financial support.
- Similarly, for goods and services intended for family use, the teenager is keenly aware of his voting rights in a family system based on democratic ideals and will use considerable leverage to motivate parental choice in a purchase that he or she prefers.
- As evidenced by their attraction to trends, teenagers exhibit more symptoms of mass conditioning than any other segment of the population.
- And because of this, all types of mass stimuli have a greater chance of acceptance and for response with teens than with the adult audience.

And when it comes to mass media selection, studies continually prove that radio is the teenager's prime choice, the medium with which they spend the most time.

It is also ironic that advertisers with goods and services to sell to teenagers have not been standing on line with commercials in hand.

Part of the problem has been a lack of concerted selling effort by radio to show these advertisers the potential of sound advertising.

Another problem is one of radio's traditional hurdles—to overcome the "picture" argument. At the close of the story is a list of advertisers who are in the May issue of *Seventeen*.

Suffice it to say that only a small percentage can also be ranked among the users of radio. But those that are radio customers demonstrate that it can be done, even though they fall into the cosmetics, apparel and footwear categories that represent the bulk of specialized magazine advertising.

Radio's power in reaching the teenage market can be easily documented quantitatively. It has also been demonstrated qualitatively by a major research firm that deals in market research.

What follows is one company's evaluation of the four major mass media and their ability to influence the teenage market:

Newspapers are the least used and least effective influence on teenagers. The small percentage of teens who pick up newspapers rarely do more than scan headlines and photographs or follow comic strips. Local news affecting them personally seems to be the only major factor which will induce active perusal of a news item.

Magazines—Those of a specialized nature having direct identification with teenage interests — hobbies, sports, fashions—enjoy some acceptance as major forms of escape. As a factual springboard to fantasy, they

Continued on page 57

WHEN DO TEENAGERS LISTEN ON WEEK DAYS?*

What did you do after getting up (in the morning)?

Watched television	4.5%
Read newspaper	14.4
Listened to radio	16.5

From the time you came home in the afternoon until you ate dinner, what did you do?

Watched television	11.0%
Read	5.8
Listened to radio	16.5
Did homework	16.3
Practiced instrument	2.9
Talked on phone	15.4
Prepared or helped with dinner	38.3

After dinner, until bedtime, what did you do?

Watched television	10.2%
Read for pleasure	6.0
Listened to radio	22.1
Did homework	53.9
Talked on phone	43.7
Visited with friends	11.2
Had date	3.6

* Seventeen Magazine—Eugene Gilbert Research Organization.

Radio news re-proved its drama and power during the man-into-space launch by relaying the story to a waiting nation

ANOTHER JOB THAT RADIO DID BEST

Colonel John Powers (center), Project Mercury information director, shows astronaut pressure suit to Roy Neal (right) and James Kitchell, NBC newsmen.

IN Los Angeles on the morning of May 5 as the clock passed 7:15, highway authorities confirmed that traffic was moving across arteries more slowly than usual. Drivers were going light on the gas and heavy on the radio volume.

While across the country in New York at about the same time, a Manhattan policeman—as the minute hand reached 10:20 EDT—was observed forgetting about traffic and listening to a radio in an illegally parked taxi.

These two incidents were not isolated. They were re-enacted that morning in various forms in cities, towns and villages from Washington to Walla Walla and from Bennington to Bakersfield.

The turned-up radio represented for millions upon millions of Americans the *only* way they could be part of the on-the-scene reporting of the most historic news story of this generation—the launching into space of the Redstone rocket with Commander Alan B. Shepard Jr. aboard.

Instantaneous coverage of the 15-minute space ride was a radio triumph in every sense of the word. As radio's transmitters spanned a waiting nation with the story, the sound medium scored more than its share of exclusives as a purveyor of news and interpretation.

The radio delivery was exclusive to those busy Americans who were on the go and could keep up with

Robert Trout, veteran CBS newsman, is at the microphone at the network's Cape Canaveral headquarters. Dan Bloom (left), managing editor, CBS Radio News, was producer of the network's broadcast and project coordinator.

the story no other way.

Moreover, while radio and tv shared portions of the coverage, radio was the only medium that kept up with Commander Shepard's exploits once he was out of camera range.

Typical of the plaudits handed to radio was this comment on the following morning by Jack Gould of the *New York Times*:

"The occurrence of the flight in mid-morning brought radio very much into its own on networks and independent stations. With so many persons away from home at that hour, it was the older medium that brought the news probably to as many millions as tv."

How was all this accomplished? Who were the personalities involved?

The nature and extent of the broadcast coverage was such that the four national radio networks and three tv networks agreed to pool their facilities for the basic story. The job of coordinating and directing the pool effort was assigned to Roy Neal and Jim Kitchell of NBC, following a drawing of names.

They worked with the crews of ABC, CBS, MBS and NBC.

The coordinated radio coverage was fed simultaneously to all networks, but each was free to exercise its own individuality in the handling of the commentary and news presentation.

Once the astronaut was in flight, Colonel John Powers, information director for Project Mercury and official spokesman for the National Aeronautics & Space Administration, provided listeners with audio-only bulletins every two minutes. Operating from Mercury Control, brain site of the entire space experiment at Cape Canaveral, Colonel Powers provided progress reports on Commander Shepard's journey into space.

Radio was also present at the two key locations when the astronaut returned to earth.

The first effort was spotted with one of the destroyers near the site where Commander Shepard was picked out of the water. Mutual correspondent Fred Vandeventer coordinated this portion of the radio coverage.

The second location of radio's operation was Grand Bahama Island, where the astronaut was taken for preliminary examination. Charles Batchelder, also of Mutual, handled this pool assignment.

All the pooled facilities were fed to a main switching center, a unique control facility that is the equivalent of an entire network master control room contained in two 35-foot trailers. The center was constructed specifically for the pooled coverage of Project Mercury and for similar presentation of developments in the future.

The center was designed, according to assignment by the pool, by technical supervisor Warren Phillips of NBC, and was constructed by network engineering personnel using NBC equipment.

Here's how the individual networks handled the presentation of the space story:

ABC Radio's Arthur Van Horn was the network's radio anchorman at the site. The first special broadcast over ABC occurred at 10:22 a.m. EDT.

The network then stayed with the story until the astronaut had successfully completed the space flight and had been picked up by the helicopter in the Caribbean and flown to the carrier *U.S.S. Lake Champlain.*

The network later interrupted its programing at about 11:48 a.m. EDT to carry various reports and comments regarding the successful flight and the physical condition of Commander Shepard.

Several hours later in the afternoon, ABC kept up with the Project Mercury story and presented a recapitulation of the astronaut's flght and a tape recording of his arrival on the aircraft carrier.

In the evening highlights of the space shot were presented at 9:30 to 9:55 p.m. EDT. In total, ABC Radio carried 17 special reports on the day of the shoot.

On the following Monday, May 8, the network carried a special broadcast from Washington, where Commander Shepard received the NASA medal presented by President Kennedy. And the network's radio coverage was in on the news conference held by Commander Shepard and the other six astronauts.

At ABC Radio's news headquarters at Cape Canaveral, Jules Bergman, ABC science editor, scans monitor as he interprets the dramatic developments.

CBS Radio, after leading up to the historic event with preliminary programing the week before the space shoot, launched its actual news coverage at 10:25 a.m. EDT. Under the direction of veteran network newsman Robert Trout, the network provided a running description of the quarter-hour sub-orbital space ride including the moment when Commander Shepard actually assumed manual control of the flight.

During the final critical moments of the flight, CBS Radio presented reports from Charles Von Fremd at Mercury Control, Richard Bate at the Forward Observation Post and Robert Lodge from the *U.S.S. Lake Champlain.*

The commentary-broadcast concluded with a detailed post-flight mission report of the officers responsible for the various technical groups at Cape Canaveral.

The program was produced by Dan Bloom, under the supervision of Robert Skegdell, assistant director, CBS News. Almost three hours were devoted by the network to the space ride that day.

The day that Commander Shepard arrived in Washington for the nation's official welcome Robert Trout was stationed at the White House. He was assisted by Bill Downs, who reported the arrival of the space man and his party at Andrews Air Force Base.

As the astronaut boarded helicopters for the short trip to the White House, Mr. Trout took up the commentary describing the Presidential party as it awaited the whirlybird landings on the lawn.

Mr. Trout observed that the flight from Andrews to the White House took almost as long as the 15-minute ride through space, 115 miles up and 302 miles down range. Later, the network's news facilities moved to cover the astronaut's first news conference.

An example of the many interesting background programs that were carried by the networks and stations was the CBS Radio "Mercury: The First American Spaceman."

These types of informational programs aired before the astronaut launching afforded American radio audiences with the same type of insight and detailed knowledge that is usually gained from a newspaper.

Four days before the launching CBS Radio interviewed on this program Dr. Kurt Debus, director of launch operations at Cape Canaveral.

Dr. Debus pointed out that the Redstone booster was one of the "oldest and most reliable" rockets the United States had developed.

As one of the developers of the German V-2 rockets, he declared that all the knowledge gained by the German scientists who worked on the weapon had been incorporated into the Redstone.

In another program interview, Dr. Clark Randt, of NASA's office of life science programs, said that radiation effects on the astronaut is what worries the doctors most.

He said that scientists are also concerned "with man's reaction over a long period of time to the exposure of a single gas, such as 100 percent oxygen."

Certain cardio-vascular problems may confront the astronaut, stated Dr. Randt, such as faulty circulation of the blood to the vital organs. He also expressed concern that the space ride would have an effect on the astronaut's nervous system as well.

Mutual had a full complement of news executives and correspondents blanketing the space story for its listeners. Norman Baer, news and special events director, was in charge of the MBS Canaveral set-up. He was aided by newsman Bill Evenson of the Washington staff, who served as anchorman for the broadcasts.

In addition, MBS used the services of Earl Ubell, science editor, *New York Herald-Tribune,* and Ed Williams, correspondent for affiliate WMMB Melbourne, Fla., who served as Canaveral on-the-scene specialist.

On the programing and technical sides, Mutual supplied Frank Miller, program director, as production executive for the pool feeds, and had available for its own broadcasts its chief Washington engineer, Charles Ray, plus engineer Sam Hacker.

One feature of the MBS coverage was that it maintained silence on its news commentary while Colonel Powers was providing reports of Commander Shepard's flight through space.

News Director Baer would not let his newsmen either talk over Mr. Powers' commentary, nor would he let them talk during the eight- to 15-second pauses between the official interpretation. Mutual felt that these pauses actually accented the tenseness and drama of the situation from a listener's point of view.

Mutual also presented two 25-minute specials that day, wrap-ups of the flight itself plus domestic and overseas reactions. *The World Today* show featured an in-depth report of the space shoot.

In addition, the network provided a special informational closed-circuit for its affiliates throughout the morning starting at 6:15 EDT. These were fed via Washington, which had its lines open directly to Mr. Baer at Cape Canaveral. When the countdown finally got under way, the closed-circuit broadcast gave the stations sufficient time to switch to the live broadcast at 10:25 a.m.

NBC Radio covered the flight in full both on its regular news programs and in special reports, some of which were nearly two hours in length.

Affiliates were kept posted on special developments through the network's "hot line" to affiliates. The radio coverage featured NBC News correspondents Merrill Mueller at Cape Canaveral and Peter Hackes with the recovery operation down range. NBC Washington newsman Russ Tornabene produced the radio presentation.

A special NBC Radio show evaluating and summarizing the space development was heard at night in an hourly presentation.

On the day of Commander Shepard's official welcome in Washington, NBC Radio provided affiliates with complete on-the-scene reporting and commentary.

Radio Press International provided its subscribing stations with voice reports and actualities direct from Cape Canaveral during Project Mercury's man-into-space triumph.

RPI's Gene Cobb, who has covered every missile shot from the Florida location, was joined by correspondents Dick Kidney and Paul Pierce. This special event was fed to the service's stations at no additional cost.

In addition, RPI's global team offered stations and their listeners overseas reaction to the astronaut feat. A special interview with the parents of Commander Shepard was a coverage highlight of the day.

Recently, as part of its background informational offerings, RPI's Mr. Kidney had traced the development of the astronaut training program, and Mr. Pierce had covered rocket and missile shots from Edwards Air Force Base, Calif.

For radio, the space achievement added up to a job well done.

For the networks, the cooperative effort represented a unique opportunity to show to the listening world what a coordinated pool effort can deliver in the way of reportage. ■

ABC's Bergman checks script as he prepares post-launching commentary on the astronaut's ride into space.

Recording session at WTMJ Milwaukee is directed by Willy Keller (c). Gilbert Jaskowski pulls record as Gordon Hinkley announces.

Milwaukee restauranteur expands with local radio diet that draws diners through an hour of classical music weekly

$650,000 SUCCESS STORY

IN just 10 years, a restaurant placing 75 percent of its budget in radio skyrocketed its gross receipts from $200,000 to better than $650,000.

The local businessman hasn't the means to "sample" radio. He can't run a "test" of the medium's effectiveness on a budget that could go for a new neon sign or a new canopy over his entrance.

But once in radio, he can learn, as did Sam Perlson, owner of Milwaukee's Chalet on the Lake, that the "personal medium" is a most effective means of attracting customers.

The Chalet on the Lake is located in suburban Milwaukee, on the shore of Lake Michigan. And the single program that has enabled Sam Perlson to develop his restaurant

into one of the most successful in the Midwest, is a one-hour, Sunday morning classical music show entitled *Invitation to Beauty*.

On July 1, 1961, this program, broadcast over WTMJ Milwaukee, will celebrate 10 solid years of serving up customers to the Chalet on the Lake.

This success has enabled Mr. Perlson to completely remodel his operation. Ten years ago the Chalet seated only 235 diners; it can now accommodate 510. Owner Perlson has recently added the Motel Chalet, located close to the restaurant. As with most local radio stories, this one has a personal aspect. The Chalet success was not made "by-the-numbers"—it was achieved through Sam Perlson's "hunch" that radio could put his restaurant on the map. But there's nothing "folksy" about gross receipts that now approach the three quarters of a million dollar mark.

When Mr. Perlson, a Milwaukee lawyer, bought the restaurant in 1947, it was a run-down, out-of-the-way night spot. First, he renovated it and then looked around for the medium that would best expose it to the Milwaukee citizenry.

Donald Hacker of the Dayton Johnson & Hacker advertising agency, Milwaukee, and Mr. Perlson scrutinized all available media and finally picked radio for the lion's share of the budget. Once the medium was selected, they gave the job of delivering the message to WTMJ. But when it came to deciding just *how* that message should be delivered, disagreement arose between advertiser, agency and station as to the most effective means of creating a successful campaign.

A spot campaign was considered, but Mr. Perlson, highly concerned about creating the proper, definitive image for the Chalet, felt that spot was not the answer. More and more ideas were tossed into the hopper. Finally, Mr. Perlson decided that what he wanted to sponsor was a classical music program. It was argued that this would have no draw (this was before hi-fi and the classical music rage had begun to take hold). The station feared for the hold on its established audience if it were to begin playing Beethoven. Mr. Hacker, of the agency, feared the restaurant would lose what few customers it had, because no one would listen to Tschaikowsky. But Sam Perlson was firm in his decision.

The second "taboo" he broke was to suggest that, rather than advertise the Chalet's "fine food," the copy should concentrate on the mood and atmosphere of the restaurant. He wanted to develop an elite clientele, and to do this the restauranteur felt it was not necessary to "hit them over the head." At last, the title of the program was chosen, *Invitation to Beauty*. This would be the keynote of the whole campaign, suggesting the romance of a restaurant chalet in the woods, overlooking the lake.

And so it was, that on Sunday, July 1, 1951, *Invitation to Beauty* took to the air . . . with a rousing rendition of "The Mexican Hat Dance."

It should be noted that the Chalet does not use radio exclusively. "The restaurant also maintains two billboards," says Mr. Hacker. He states that the radio expenditure of about $12,500 yearly represents 75 percent of the total advertising budget (for every $1 Mr. Perlson spends on radio, he gets back $52).

When the program went on the air in 1951, it was only a 15-minute show. But as adjacent time segments became available, it expanded. On August 1, 1951, it was lengthened to 30 minutes; then to 45 on May 17, 1953, reaching its current, full-hour proportions, November 6, 1955.

Just as the program grew in length, so did its image begin to take a specific shape. A highly important radio factor—the "personal touch"—was established on that first broadcast. This "touch" was given by Gordon Hinkley, the only personality the show has had. Listeners soon began to associate Mr. Hinkley and his manner of presentation with a few satisfying moments of pleasurable listening each Sunday morning.

Identification with the personality will often come more quickly than any other element of a program, and, this according to Mr. Hacker, "certainly proved to be true with *Invitation to Beauty*." The mello-voiced announcer pitches his talk in a low key, so as not to intrude upon the congenial atmosphere of the classical music. Speaking of Hinkley's part in the program, Mr. Hacker says, "His job is to provide very brief introductory remarks about each selection and featured artist and to present the Chalet's commercials, which are spaced 15 minutes apart."

The prosperity of any program depends, in large, upon the careful weaving of the commercial copy into the over-all pattern. The weaver, in this instance, is Robert Vail, copy writer at Dayton Johnson & Hacker.

"In our copy," says Mr. Vail, "we try to make the point that 'to dine at the Chalet is to do the adventurous thing . . . to go out and beyond

BEFORE

Ten years ago the Chalet on the Lake restaurant had a sales gross of $200,000 in an out-of-the-way location 12 miles from downtown Milwaukee.

AFTER

Today, after a decade of program sponsorship, the restaurant is grossing more than $650,000 annually and attracts customers from a wide area.

the usual and the commonplace . . . to seek out a new and thrilling experience. . .

"We want listeners to feel that no matter what the time of year, it's always rewarding to drive to the Chalet for an experience above the commonplace . . . an experience that can be provided only by the Chalet. Of course we talk about the usual too," Mr. Vail continues, "such as 'service' and 'menus,' but we make an effort to endow these things with a special romantic charm. We might say, for instance, that 'the entire purpose in being of the Chalet is to please you . . . to please you superlatively well.' We tell the listener that 'it is a matter of personal pride that the Chalet on the Lake offers menus beyond compare . . . deft and courteous service . . . and all in a manner of magnificance that is unmatched anywhere in America.' "

Sponsor, agency and station men lunch to discuss coming program. Sam Perlson (c), operator of restaurant, talks with Gordon Hinkley (l), WTMJ Milwaukee announcer, and Robert Vail, copywriter, Dayton, Johnson and Hacker advertising.

The following excerpts from Chalet copy will indicate a few of Mr. Vail's methods of attracting customers:

There are many reasons why the Chalet on the Lake continues, year after year, to be Milwaukee's most fascinating place to dine. The food, of course, is positively out of this world. But further than that, there's always "something new" at the Chalet . . . as if you had never been there before. Each season, each month, each week brings new and delightful changes to the Chalet, with its magnificent setting high on Lake Michigan's inviting shore. . .

. . . Here on Milwaukee's very doorstep, is the dining showplace of the nation, with magnificent menus created by one of America's truly great chefs. Here at the Chalet on the Lake, you will forget the worries and tensions of the day . . . here is beauty unsurpassed, high on Lake Michigan's beautiful shore just waiting for you. To dine at the Chalet on the Lake is to do the adventurous thing—to go out and beyond the usual and the commonplace . . . to seek out a new and thrilling experience that you will want to enjoy again, and yet again.

. . . The Chalet invites you to hold that summertime party, wedding reception, banquet or business conference in the Parisian elegance of the new Bistro Room overlooking the magnificent Chalet Esplanade. Here, all the cliff-high lake shore beauty of the Chalet surrounds your affair with a special, continental character . . . Here is all the fabled beauty and romance of an Adriatic paradise—and yet, the Chalet on the Lake is just a short drive into suburban Milwaukee on the new Expressway 141.

The cumulative effect of copy, announcer and programing has developed a large and faithful following to *Invitation to Beauty*. Loyal listeners have become loyal customers. Many express their praises in a continual flow of letters to the station. The following is representative of the program's devoted following:

Gentlemen:

For many years now I have been listening to your program, "Invitation to Beauty." I have thoroughly enjoyed the music on this hour every Sunday, and felt it was about time to thank you for sponsoring a program of such high calibre.

Because of the delightful hour of fine music, I have made it a point to visit your lovely Chalet on the Lake and found it even as you claimed it to be—"An Invitation to Beauty" and truly a delight to the palate. . .

Sincerely yours,
Pauline Goeltz

According to Mr. Hacker, it is more than a little surprising that the program has brought the restaurant such success, due to the Chalet's out-of-the-way location. "The restaurant is far from being readily accessible. It is located 12 miles from downtown Milwaukee and is well off the beaten track," Mr. Hacker explained.

Reflecting on his 10-year sponsorship of *Invitation to Beauty*, Mr. Perlson considers the program "indispensable" and adds that he plans no change in its highly successful format.

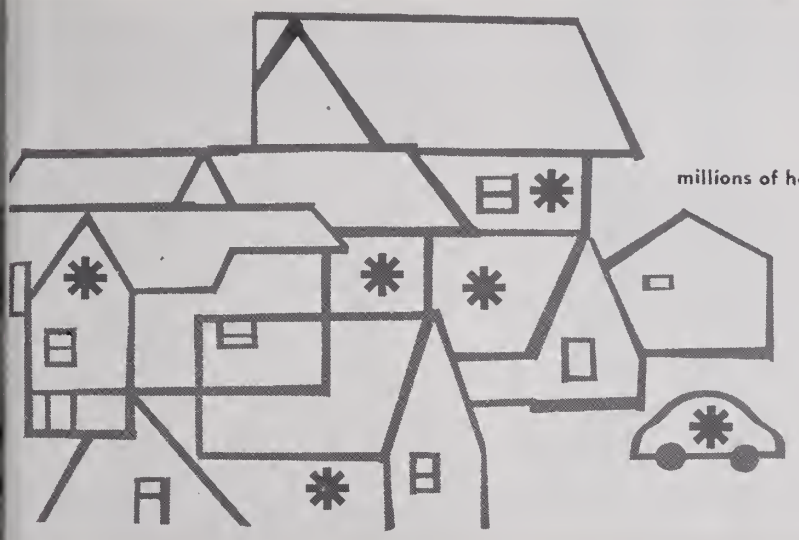
On the subject of radio's effectiveness, Mr. Hacker states, "There is no secret in how to use radio as a medium. We as an agency use a lot of radio for our clients with remarkable success. Frequency and consistency, combined with the buying of time adjacent to programs already established, are the keys to successful use of radio as a medium." ■

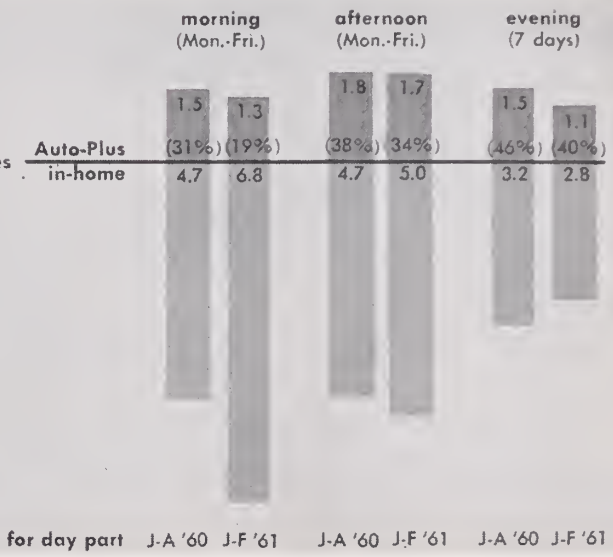
SUMMER RADIO: BIG AUTO TUNE-IN FOR SPONSORS

OUT-OF-HOME radio listening, too seldom taken into account by a buyer in consideration of cost-per-1,000, nevertheless is a vital element in the media strategy of advertisers moving into the medium and, most particularly, to those who sponsor radio during the summer months.

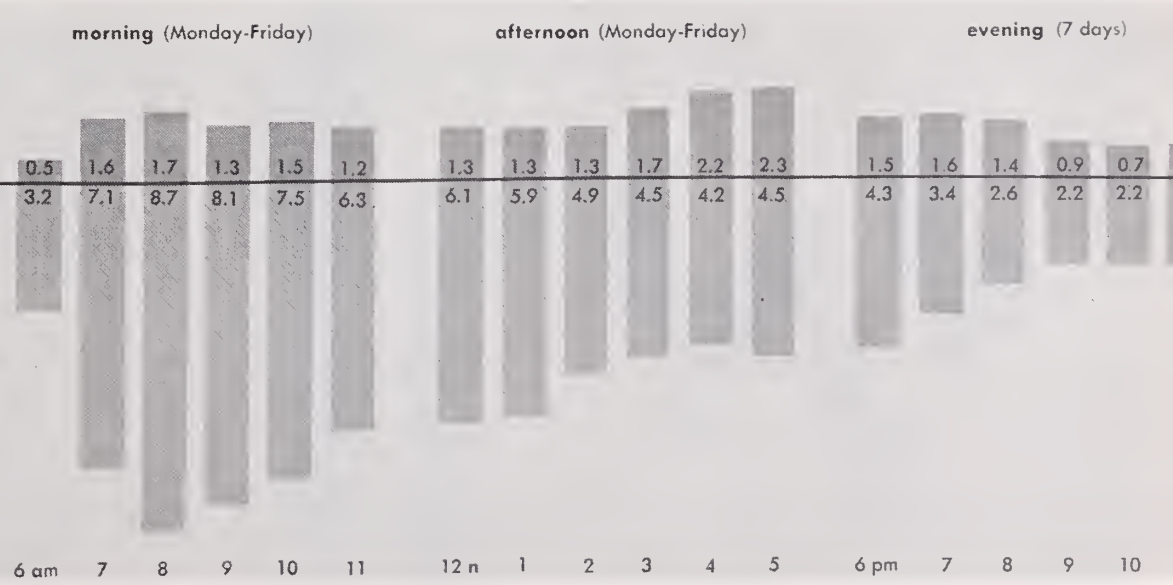
These are the months of peak tune-in to automobile and portable radios. During the hot spell, when people are driving to and from entertainment spots, to weekend resorts and on vacation, the out-of-home radio audience swells even beyond its gigantic all-year-round proportions.

Week in and week out during the





Summer radio sponsors get a surprising bonus in their time buys. This A. C. Nielsen analysis, for example, shows vividly that nighttime tune-in in automobiles adds 46% to the in-home audience (based on a week-long average for July and August, 1960). The minimum bonus for sponsors, whose cpm's are based on in-home sets, is 19% even in wintertime.



year, car listening is high because of the number of radio-equipped cars and the number of people who drive to and from work. But summertime adds to the car tune-in a sizable segment of persons with portable radios or those listening to receivers in public places (restaurants, hotels).

A. C. Nielsen, in its "Radio 61" report, details more precisely the auto-plus audience in giving radio's dimension in this year of a new decade.

It shows, for example, a whopping 46% of the in-home audience as the auto-plus contribution during the July-August period of last year for a week-long evening average. But even the comparable winter period, January-February of 1961, shows a high of 40% added by car listening.

And auto-plus listening peaks during the summer in the evening hours, a reversal of the winter pattern. For example, a winter measurement in the chart on page 45 shows an evening tune-in of 2.8 million homes which compares with 3.2 million for the same time period in the summer measurement.

The relationship between in-home and out-of-home tune-in remains fairly constant from hour-to-hour throughout the day in the 7 a.m. to 8 p.m. span, with the peak between 4 and 6 p.m. (presumably as drivers return from work and shopping).

Here's a day-long rundown on auto-plus audiences by day parts for a winter period (January-February, 1961), in millions of cars in terms of the average for the hour.

Morning (Monday through Friday): 6 a.m., .5 million; 7 a.m., 1.6; 8 a.m., 1.7; 9 a.m., 1.3; 10 a.m., 1.5; 11 a.m., 1.2 million.

Afternoon (Monday through Friday): 12 noon, 1.3 million; 1 p.m., 1.3; 2 p.m., 1.3; 3 p.m., 1.7; 4 p.m., 2.2; 5 p.m., 2.3 million.

Evening (averaged for all seven days): 6 p.m., 1.5 million; 7 p.m., 1.6; 8 p.m., 1.4; 9 p.m., 9; 10 p.m., .7; 11 p.m., .7 million.

Listening is less evenly spread throughout the daytime hours for in-home receivers. A typical week analyzed by Nielsen for March, 1960, for example, shows that 34% of the week's radio listening in the home occurs between 6 a.m. and noon on Monday through Friday.

The in-home tune-in as a percentage of the total week's listening by day parts shows in addition: 23% of the listening takes place on week days from noon to 6 p.m.; 11% on Saturdays from 6 a.m. to 6 p.m.; 8% on Sundays from 6 a.m. to 6 p.m. 18% from 6 p.m. to midnight (seven night average) and 6% from midnight to 6 a.m. (seven-day average).

During this measured week, 40.7 million families or 82.3% of the total U .S. radio homes tuned to radio for an average of 16 hours and

Continued on page 51

RADIO REACHES 49.5 MILLION HOMES

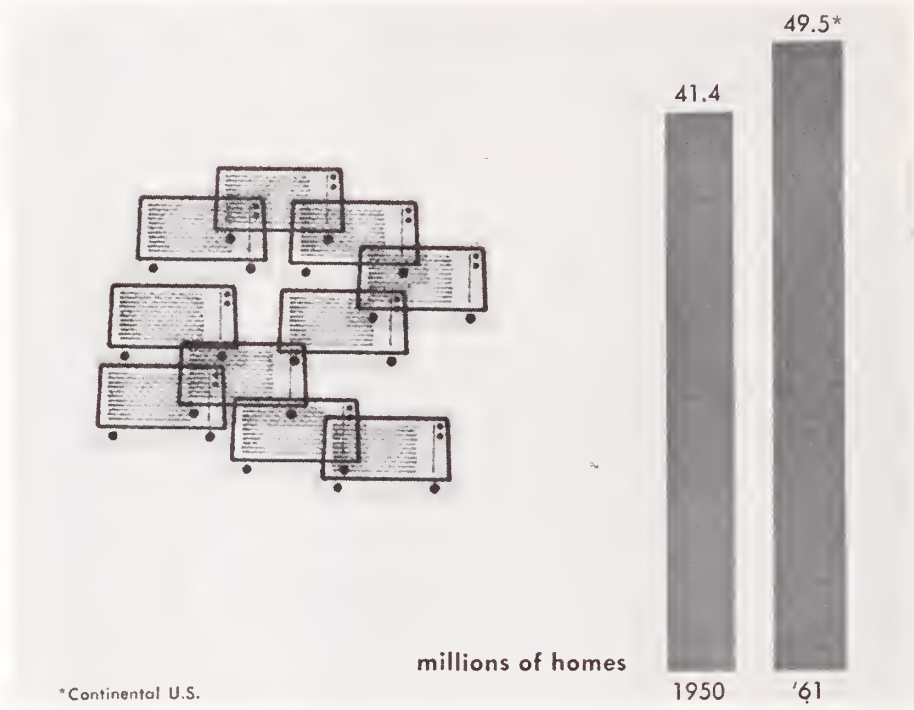
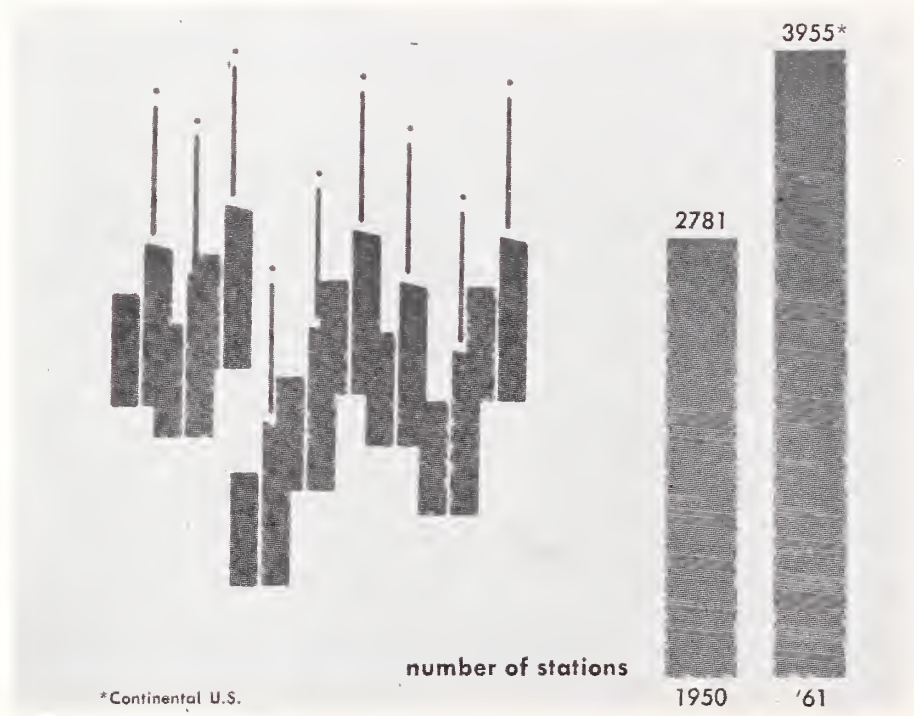


Chart above contrasts the number of homes reached in 1950 and 1961: 41.4 million vs. 49.5 million. Below, chart shows the growth of radio stations from 2,781 in 1950 to 3,955 this year. Facts from A. C. Nielsen, 'Radio '61'.



This issue
of U. S. RADIO
is representative of
those
to come

If radio
advertising is
important to you
then U. S. RADIO
is, too

*U. S. RADIO
is dedicated to radio.
It probes radio
problems, checks
radio facts, presents
the true importance
of radio—
constructively,
forcefully,
impressively. It is
your window to
better use of radio.
Its dedication to
radio advertising
is total and complete.
You need
U. S. RADIO
in your own name.*

USE CARD ATTACHED!

1 "This is the fourth time I've had that nightmare. But I think I've figured out what's bugging me.

2 "As promotion manager, I'm responsible for the ads that create a basic impression of our advertising medium.

3 "So, naturally, we play up our strongest sales point – to register a simple, convincing impression. But this puts all our eggs in one basket. It's a good, honest basket and we get business from it...

4 "but suppose some advertisers need what we've got, for some *other* good reason. We have at least ten reasons besides the one we're promoting, but how are those advertisers going to know we've got what they want? Get it?"

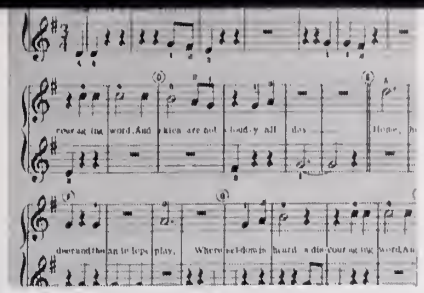
5 "I think so. And I have an idea! When I used to work at the ad agency I remember everybody using Standard Rate when they compared media. Why don't you put an ad in..."

6 "...in SRDS. Well, thanks, sweetie, but we *have* an ad in there featuring our one big–hey–

7 "–hey–that's it! That's the place to put *all* our sales angles. Every last one of them, anchored here where every prospect has to look before his schedule is frozen. Thanks a million, honey–that does it."

8 *with competent, strategically placed information in SRDS*
YOU ARE THERE
Selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.
the national authority serving the media-buying function
C. Laury Botthof, *President and Publisher*
5201 OLD ORCHARD ROAD, SKOKIE, ILL. – YORKTOWN 6-8500
SALES OFFICES – SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



COMMERCIAL CLINIC

BATTLE OF THE BUMPERS

The great American steel and aluminum industries are waging the Battle of the Bumpers in Detroit and the radio airwaves are the battleground.

Commercial spots, using humor as the fire cap, have been cannonading back and forth challenging the merits of the opposing products.

The two antagonists are "Lulu La Lumium," a misguided young thing, and a rascally old steel pair called "Rusty" and "Salty." The cause is the automobile bumper. The spoils will be the automotive and bumper manufacturers' business.

On April 17, WJR Detroit listeners first heard the beguiling tones of "Lulu La Lumium," pretty, but of dubious character. "Lulu" repre- Great Lakes Steel Co.'s ideas of new aluminum automobile bumpers and parts that Reynolds and other aluminum manufacturers are trying to sell to the auto industry.

Two years ago, Reynolds produced several comic radio spots featuring "Rusty" and "Salty" (Reynolds' image of the "old fashioned" steel bumper) who were depicted as two characters continually fatting themselves upon auto parts not made of aluminum.

In answer to this "affrontery," Great Lakes Steel, a division of the National Steel Corp., had its agency, Campbell-Ewald, Detroit, create a series of commercials that would depict aluminum parts as pretty, but flimsy.

The campaign, a 13-week schedule on WJR only, is aimed directly at the automotive industry and is supplemented by space ads in several automotive and business magazines and the Midwest edition of *The Wall Street Journal.*

Campbell-Ewald has prepared 11 of these one-minute comic spoofs. Conceived and written by C-E's radio-tv writer, Ken Raught, all but one (the first) of these commercials feature just two characters: "The Old Steel Bumper" and "Lulu La Lumium." In the first commercial Mr. Raught created, there is an additional character: a young, naive steel bumper. But all of them follow a very tight format intended to provide quick and easy identification.

Here are the basics of the format: Using a soap opera-type theme, an organ introduces an announcer who delivers a limerick on the topic of the playlet, then follows the dialogue between "Lulu" and the "Old Steel Bumper." The story concentrates on banter between the two about "Lulu's" doubtful merits. At the end, the organ plays a few sharp "stinger" chords, to indicate the plight of "Lulu's" situation (very much like the ending on a *Helen Trent Show*).

Among the titles of these commercials are "The Ram Test," "Locked Bumpers," "The Bumper-to-Bumper Brigade" and others that indicate the various scrapes "Lulu" finds herself in.

This is a portion of the first commercial that includes the third bumper:

(A new and an old steel bumper, who can "bump with the best of 'em," are talking)

(Sound of "Lulu's" car driving up)

New Steel Bumper: Gee, you're cute.

Old Steel Bumper: Watch it, son. She's one of that light metal tribe. In a few months she'll look like a crumpled gum wrapper.

Lulu (mad): Look, old, crabby and frustrated: why don't you go out and bump a bulldozer?

(Lulu's car revs up and she pulls away)

New Bumper: She looked so soft, too . . .

Old Bumper: Yea . . . soft enough to be dented by a rubber baby buggy bumper. . . . Remember, you're Great Lakes Steel, son. Stick to your own kind. You wouldn't want an old cook-pot for a mother-in-law.

"We feel this campaign has been most effective," says Gerald Yarbrough, C-E account executive for Great Lakes Steel. "This aggressiveness has set a precedent in the usually staid steel industry. But it was worth it. Almost all the comment on these commercials, and we have had a lot of response, has been favorable. This shows us we have been able, through this comic approach, to reach the very people (engineers and management) we were aiming to hit. It is interesting to note," Mr. Yarbrough added, "that Reynolds has brought 'Rusty' and 'Dusty' out of their files and are running them in competition to our spots."

"Aluminum's advertising and sales promotion got ahead of its product development efforts," says Wilfred D. MacDonnell, president of Great Lakes Steel Corp. "Public opinion sampling revealed that many people think the aluminum bumper already is an accomplished fact on American-made automobiles. And we found that too many people think this non-existent aluminum bumper is superior to a steel bumper and less costly. Of course, the competitive aluminum bumper is still a dream.

"The consequence of the unusual marketing strategy has been to place the steel bumper in competition against a product which does not even exist," he added. "And now, we are taking our gloves off too." ■

RADIO FOCUS / IDEAS

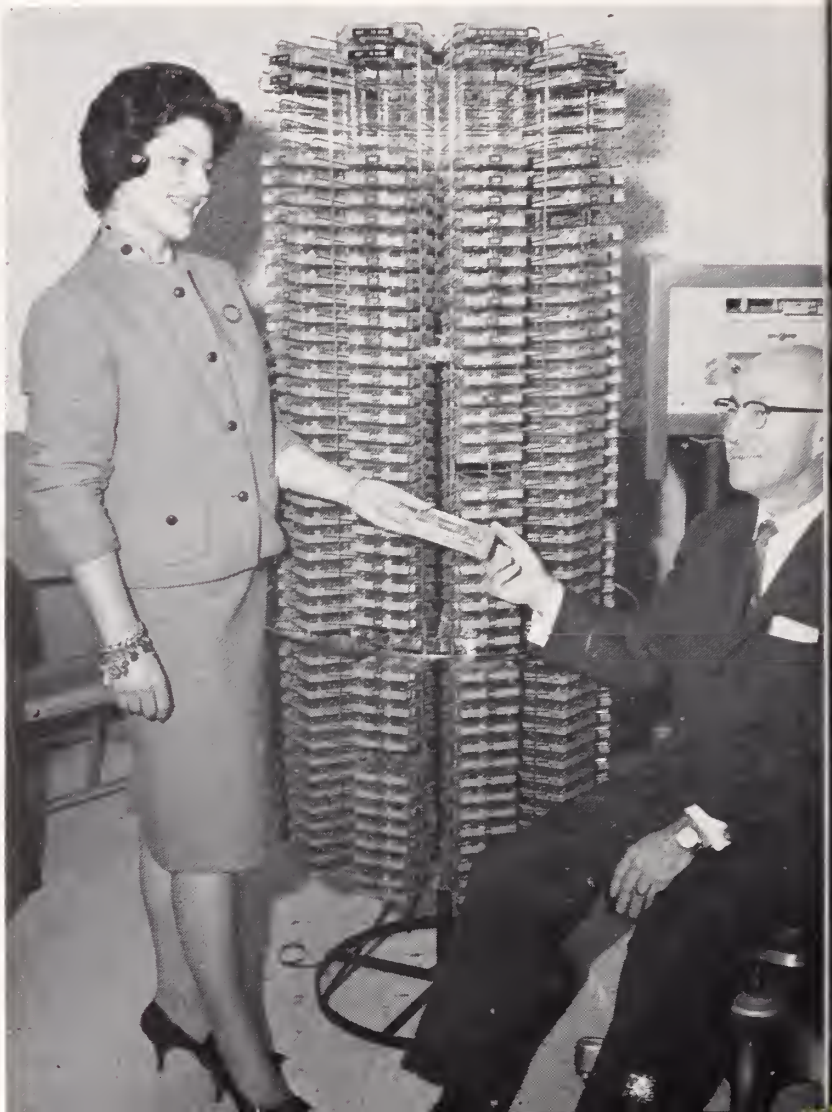
LUCKY KEY *was needed to unlock disc jockey Keith James from his cage. In the promotion WGH Norfolk, Va., distributed 25,000 keys to promote a new local shopping center.*

THIS SPECIAL *"Radio Month" exhibit was put in the window of the Trenton Trust Co. by WTTM Trenton, N.J. Promotion was typical of many others around the U.S. in May.*

PICNIC *prizes for listeners to WIL St. Louis are provided by this WIL Picnic Patrol wagon. Listeners call in place of picnic and wagon meets them.*

HAVE TAPE, *will travel . . . is the message of William M. McCormick for WNAC Boston as he covers the country visiting timebuyers in various cities.*

"WHIRLING DERVISH" *is the name of this handy rotating tape cartridge file. Styled after the paper book racks you see in drugstores, this file was created by Richard Parks, asst. chief eng., KGO San Francisco.*



SUMMER RADIO

Continued from page 46

52 minutes for the week. On the average, each of these homes allotted three-fourths of its listening time to daytime hours.

Even without the addition of auto-plus figures, radio listening is up. A. C. Nielsen figures show that in the past year the daily rate of in-home listening had ranged from one and one-half to two hours per home, with the January-February level up from 1960 (one hour, 49 minutes, and one hour, 57 minutes, respectively, contrasted with one hour and 52 minutes for January of 1960 and one hour, 49 minutes for February of last year).

Morning (Monday through Friday): Northeast, 53 minutes; East central, 52 minutes; West central, 61; South, 50; Pacific, 43. **Afternoon** (Monday through Friday): Northeast, 31 minutes; East central, 38; West central, 47; South, 35; Pacific, 28. **Evening** (averaged for all seven nights): Northeast, 19 minutes; East central, 20; West central, 23; South, 19; Pacific, 20.

Radio's growth continues to be phenomenal. Even though the country long since has had near-saturation of radio receivers as radio purchase grows with population growth, the speed with which additional radio stations have been added is even more marked.

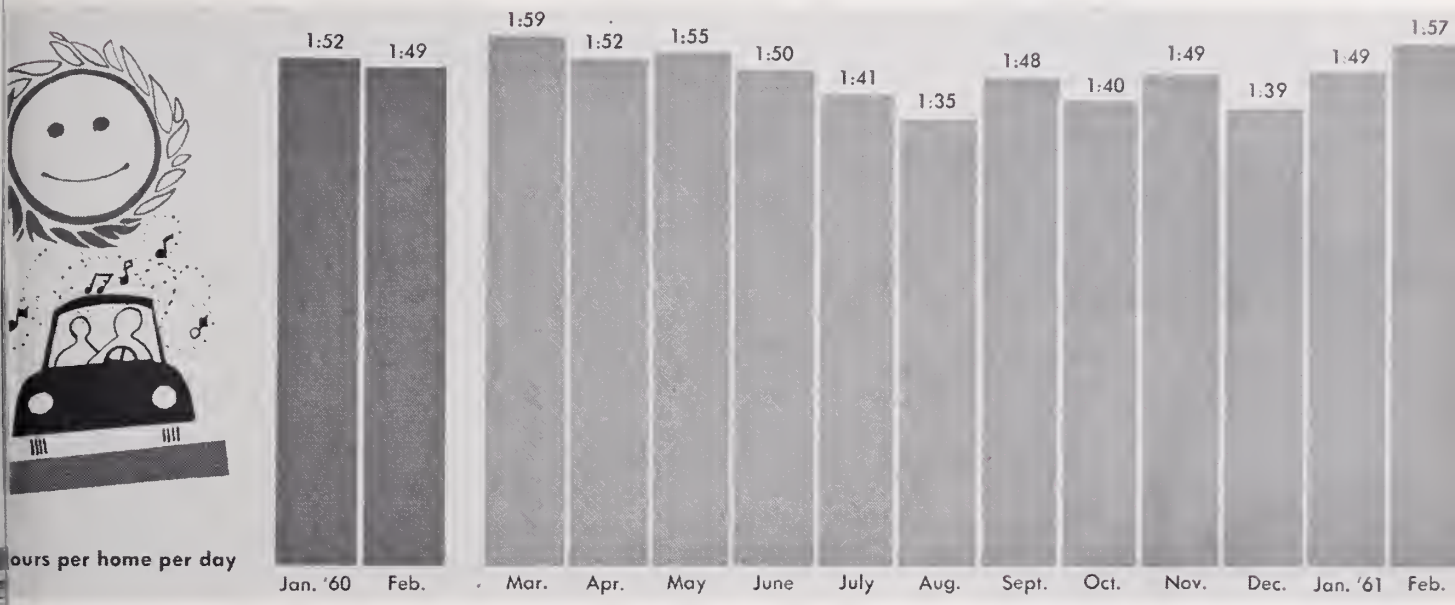
hours (6 p.m. to midnight) for an average of four and three-fourths hours per home.

The A. C. Nielsen analysis for the week's cumulative audience:

Five weekdays: morning—70.9% of total U. S. radio homes or 35.1 million homes tune for six hours and 38 minutes; afternoon—57.8% of all radio homes or 28.6 million homes listen for five hours, 28 minutes.

Saturday: morning—46.1% of all radio homes or 22.8 million homes tune for one hour, 44 minutes; afternoon—34% of all radio homes for 16.8 million homes listen for two hours and eight minutes.

Sunday: morning—35.9% of radio



Radio listening in the home keeps rising, Nielsen shows. In the past year, for example, the daily rate has changed from one and one-half to two years per home. The January-February level this year is slightly higher than a year ago, as shown above.

The month-by-month per home tune-in for the other months of 1960: March, one hour, 59 minutes; April, 1:52; May, 1:55; June, 1:50; July, 1:41; August, 1:35; September, 1:48; October, 1:40; November, 1:49; December, 1:39.

Nighttime listening follows pretty much the same pattern in all sections of the country, but daytime tune-in varies widely. The West central section, for example, has a considerably higher rate of listening than other sections of the country for Monday-through-Friday daytime periods.

Here are the sectional minutes spent with radio per home per day, by day parts:

Between 1950 and early this year, the number of radio stations has grown from 2,781 to 3,955 within the continental limits of the U. S. The number of homes equipped with one or more radios in this same period of time rose from 41.4 million to 49.5 million, also within the continental limits.

Accumulated audiences—and this is what advertisers buy—show that in a measured week more than seven in 10 (70.9%) radio homes have tuned in at some time during the morning hours for an average of more than six and one-half hours per home and that more than five in 10 (53.5%) of these radio homes have tuned in during the evening

homes or 17.8 million homes for one hour and 38 minutes; afternoon—31.1% of radio homes or 15.4 million homes tune for one hour and 58 minutes.

Seven nights: from 6 p.m. to midnight—53.5% of radio homes or 26.5 million homes for four hours and 44 minutes; from midnight to 6 a.m.—16.4% of all radio homes or 8.1 million homes listen four hours and 36 minutes.

Entire week: 82.3% of all U. S. radio homes or 40.7 million homes listen to radio for an average of 16 hours and 52 minutes per home.

Accumulated audience are what the preponderance of sponsors seek. ■

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT) WPOP
IN Kansas City - KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET) KALI
IN San Francisco - (SAN MATEO) KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

Cuisine Exquise . . . Dans
Une Atmosphère Élégante

RESTAURANT
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NEW YORK

Lunch and Dinner Reservations
Michel.: TEmpleton 8-6490

WHY DETROIT LOVES RADIO

Continued from page 27

Kester, "radio is the car dealer's biggest friend. Radio will reach the people far more effectively than newspapers or television, and it is certainly more economical. In the small town, the dollar spent for radio is the best dollar you can spend." He believes that identification with a single announcer as well as a station is very effective, and that public service, news and weather are the best programs for spot adjacencies. And he notes that use of summer radio is good because "We can hit them while they're driving."

Ford Motor has commissioned a lengthy study of media effectiveness which is expected to be completed in about one year. The research will examine comparative media values and is said to be the first such work undertaken by an automotive advertiser. It is being conducted under the supervision of George H. Brown, marketing research manager, in cooperation with J. Walter Thompson.

Radio spending for Chrysler Corp.'s Plymouth Division may have neared Chevrolet's output this year if production had remained steady. It was revealed by an agency source that Plymouth radio spending for this year may hover around the $2 million mark and total advertising outlays will reach $11 million.

Plymouth started at announcement time with intentions of carrying spot radio campaigns in about 65 markets for 52 weeks. Introduction started in 65 markets with frequencies ranging from 25 to 100 spots per week, the heavier amount going into Plymouth's top 10 or 15 markets. The goal of the campaign, according to Robert Rowen, media supervisor at N. W. Ayer & Son, was to reach as many radio homes as possible as often as possible. Another goal, Mr. Rowen explains, was to concentrate on reaching men through heavy spot buys during drive times. But if a station demonstrated a good male audience at other times of the day, Mr. Rowen recalls that he would place Plymouth spots there. The campaign used a variety of commercial lengths, but the main vehicles were minutes and 30s.

Although the time purchased by Plymouth was split about 50-50 between the Plymouth and compact Valiant, Mr. Rowen maintains that the agency strives for individual entity for each car.

"After four to six weeks our campaign tapered off in all markets," Mr. Rowen admits. But other media were cut, too, he says, and Plymouth always spends a proportionate amount on radio. "Of course, at announcement time radio is a major ingredient in our plans. During the rest of the year we use it more as a supporting force, or as a major part of the total effort during special promotions. But we would like to use more radio all year around, as was our intention this year."

Plymouth, like Ford, this year observed and capitalized on radio's flexibility and ease of buying. A mechanical feature of the Plymouth and Valiant this year, first to appear in American-made cars, is an alternator instead of the conventional generator. The advantages of the alternator are especially felt in cold weather, which generally causes the generator to perform below standards.

To promote this feature, Plymouth went to radio as the result of long-range weather forecasts received in mid-winter. A bad snow storm was predicted for the midwestern states. N. W. Ayer quickly whipped up radio copy on the alternator vs. generator, wired the spots to stations in Detroit, Cleveland, Chicago and Pittsburgh for a major saturation on a weekend.

"We were extremely impressed with the speed and efficiency with which we were able to get this special campiagn on the air," remarks Louis T. Hagopian, account supervisor for Plymouth at Ayer in Detroit. Mr. Hagopian is a client alumnus, formerly director of advertising and sales promotion for Plymouth-DeSoto-Valiant Division of Chrysler before joining the agency in the past year.

Neither Plymouth nor Valiant participate in network radio sponsorship.

But Plymouth-Valiant activity on the local scene is akin to Ford in its coordination by Ayer. Plymouth tots up 3,573 dealers this year. They are organized into 18 dealer associations, all of which work through N. W. Ayer in placing their time. Ac-

cording to an N. W. Ayer timebuyer, most dealers use radio and newspaper heavily, and it varies from market to market which medium is first. Very few dealers use television.

Rambler, the network radio success story of the '50s, continues this year to follow its established pattern as a newscast sponsor on NBC's *Monitor*. American Motors is going into its sixth year on the NBC weekend schedule. Each weekend it takes from 20 to 24 five-minute newscasts in which it uses one-minute and 30-second announcements. In spot radio American Motors has been absentee. Even at announcement time, the company uses spot radio in only a few selected markets, according to its agency, Geyer, Morey, Madden & Ballard Inc., Detroit.

American has 2,975 dealers throughout the country who are extremely active. An example of their participation is the sponsorship by the Southern California Rambler dealers of 15-minute segments before and after games of the Los Angeles *Angels* baseball team broadcast by KMPC Los Aneles. The dealers share with two other sponsors the quarter-hour *Angel Warmup* preceding the game and the 15-minute *Angel Report* immediately following the broadcast.

In Philadelphia, the Rambler Dealers of Philadelphia are similarly sports-minded. Four months before the start of the Philadelphia *Eagles* pro football season, the dealers have already signed for one-half sponsorship of the 14 league games to be broadcast by WCAU Philadelphia. They will share these broadcasts with Household Finance Corp. and Dow Chemical Co., who each have bought one-quarter sponsorships.

Also competing for the dollar in the low-priced car field is Studebaker-Packard Corp., which, with its Studebaker Lark and Hawk models, is also consistently more active in network radio than in national spot. Studebaker, whose estimated annual radio budget is well above $500,000, made a broad purchase at announcement time, according to James W. Orr, the company's director of advertising and merchandising. At that time the national campaign involved from 1,300 to 1,800 radio stations.

On network, Studebaker is active with newscasts on weekdays and weekends. On ABC Radio, the car company sponsors 15 five-minute news shows Monday through Friday, taking three newscasts per day. On weekends, Studebaker is heavier on ABC, with a total of 21 news programs scattered throughout the Saturday and Sunday schedule. These shows are in flights of three: the first ran four weeks from March 20 through April 16; the second from May 1 through May 28, and the third from June 12 through June 28.

"We like to use network radio," says Mr. Orr, "because it is much easier for us to cover our dealers this way. By using the network we have exposure on 350 to 400 stations which covers 90 percent of our dealers. We also feel that network radio is far more economical for us from a production point of view. For instance, if we were on national spot radio in 400 markets, with one station in each market, we would have to cut 400 transcriptions. The cost of this is enormous. But on network, we have to produce and pay for just one ft."

Studebaker also sponsored on ABC on March 13 one-half of the network broadcast of the heavyweight championship broadcast, plus the pre- and post-fight programs in five markets.

The dealers lend good support on the local level, Mr. Orr explains. "We always encourage them to use radio," he emphasizes, "and we have found that the smaller the market, the more important radio becomes to the dealer." Studebaker has 2,258 dealers in the U.S., and with Cadillac and Chrysler, was one of the three companies or divisions that scored gains in dealerships in 1960. The firm's advertising agency is D'Arcy Advertising Co., St. Louis.

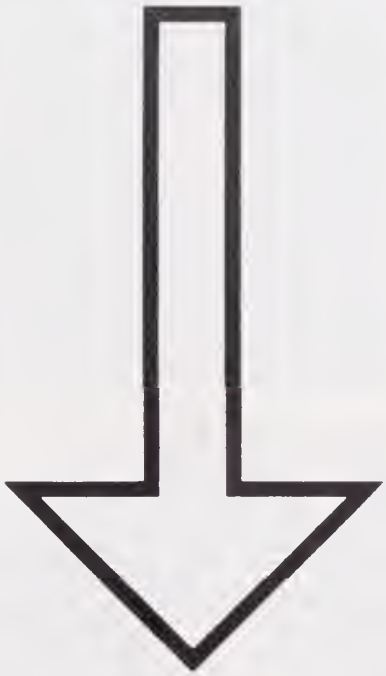
Chrysler's Dodge Division, by design, has moved into a marginal position where it has models that compete with the low-priced cars, Ford and Chevrolet, and the medium-priced cars, Oldsmobile, Mercury and Pontiac.

Hitting both the low-income and medium-income consumer, plus the family who has the money for a second car compact like the Lancer, Dodge has done well this year, al-

Continued on page 55

Review, please, the latest accepted survey of your choice:

ANY or ALL!



The unbelievable Family audience in the Louisville Metro Area belongs to WKLO

Need we say more?

Call Bill Spencer
or

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Other Air Trails Stations:
WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WEZE, Boston, Mass.

RADIO FOCUS/PEOPLE

WATCHMAKERS *of Switzerland award for merchandising given by Cunningham & Walsh Inc., New York, to WCOL Columbus, is held by Lee Lahey of Robert Eastman Co.*

FIRST ANNUAL *California Mental Health Award presented to Evangeline Baker of KNBC San Francisco. Presenting the plaque to Miss Baker and KNBC program manager Jack Wagner (l), is California Governor Edmund G. (Pat) Brown.*

TOASTING *the new all night news cast schedule over KSFO San Francisco are Herb Kennedy KSFO, Anne Tuten, Simon Siegle and Paul Lucido. Mr. Siegel and Mr. Lucido are president and general manager of Lucky Lanes, sponsor of new program format of newscasts to run from midnight to dawn.*

ROCKIN' CHAIR RAGE *swept over the BPA hospitality suite at NAB Convention in Washington. John Hurlbut, BPA president, rocks and talks to (l to r) L. Walton Smith, WROC-TV Rochester, N.Y., Don Curran, ABC Radio, and Doug Holcomb, WGBI Scranton, Pa.*

TOP GUNS *at Metropolitan Broadcasting Corp. recently met in New York. Seated (l to r): Jack Thayer, general manager, WHK Cleveland; John Kluge, president and board chairman of MetroMedia Inc., and John B. Sullivan, general manager, WNEW New York. Standing: Harvey Glascock, general manager, WIP Philadelphia; Daniel Hydrick, assistant to Kluge.*

WHY DETROIT LOVES RADIO

Continued from page 53

though expectations have fallen short of the projected goal, according to one Dodge executive. And when production falls short, so does advertising, because the company does not generate as many funds. Dodge, like all other auto manufacturers, budgets its advertising per car produced.

"We have used radio every year," says Wendell D. "Pete" Moore, director of advertising and sales promotion for Dodge car and truck. "We have used it more heavily in 1961 than in 1960," he says, attributing the rise in radio expenditure to the counsel of the BBDO Inc., Detroit, the company's agency. "Radio is an effective medium, a medium that is necessary to use when we want to reach large masses of people in a hurry."

It has been estimated that Dodge spent nearly $1.5 million in national spot radio this year, while its dealers spent approximately $2 million. The combined expenditures nearly parallel the funds allocated to radio by Chevrolet and its dealers.

Dodge opened the model year on radio with minute announcements in Dodge's top 50 markets, according to Woody Crouse, BBDO, Detroit, timebuyer. Beginning in November, the campaign ran for eight consecutive weeks. Frequencies were extremely high, and the agency tried for total exposure including drive times and others for unduplicated reach. The campaign, as its successors, was split 50-50 between the Dodge Dart and the Lancer.

A second national spot campaign came out of BBDO for Dodge in January. A flight opened January 22 and ran through March 18, again in Dodge's most productive 50 markets.

In February, Dodge opened a campaign sponsoring Alex Dreier on ABC Radio in behalf of Dodge truck and the nsupplemented it with a spot buy in their top markets.

The network campaign began February 6 for 13 weeks, and has been renewed to run through August 4. The schedule consists of one 10-minute newscast per day, Monday through Friday, 6:30 to 6:40 p.m. EDT.

This campaign was so successful in behalf of Dodge truck, says the agency, that the client decided to supplement it with national spot support. By March 20 Dodge truck announcements were on the air in the top 40 Dodge truck markets for a campaign of six to eight weeks. The spots were scheduled in the evening and early in the morning, the strategy being to hit the small business man in the market for a delivery truck. Morning spots were placed around 7:30 a.m.; evening spots went in between 6 and 6:30 p.m. Most of these spots were heard during local newscasts; outside the peak traffic time, the frequency was 12 newscasts per week.

Dodge car began its third radio campaign of the model year on May 15. Again, Dodge went into its top 50 markets in flights of two. After a run of two weeks and a two-week hiatus, the commercials were back on the air June 11 for two weeks for a total of four on the air.

"The Dodge Division," remarks the Detroit manager for one of the leading station representatives, "has unquestionably been the most active car division from Detroit in 1961."

"BBDO has a rather unique way of measuring radio stations in their respective markets," he continues. "It is a combination of the circulation pattern in conjunction with the sound of the station's programing. They keep a sheet on each market this is continually updated as stations change format, rise or fall in circulation. This approach allows them to gain for Dodge the largest unduplicated audiences as they purchase the highest circulation stations in each of three different 'sound' categories."

He also explains that the largest percent of the Dodge budget for the market goes to the station whose audience has the largest spendable income. And if there is money left after the buy is complete, the timebuyer might go back and buy more frequencies on the lower-priced stations.

Dodge dealers are heavy in local markets, too, spending an estimated $2 million this year. BBDO does not currently buy for all dealer associations, although it is trying to establish a thoroughly coordinated plan for the division's franchises. It now

Effective
July 1st it's
koda 99 fm
(formerly KHGM)
Houston's Established
Leader in FM Radio

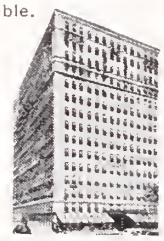
KODA — 1010 KC,
Houston's first new AM Station in thirteen years, premieres in early August.

TAFT BROADCASTING CO.
Houston, Texas
Lynn Christian, Mgr.

ONE OF NEW YORK'S
FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from $10 daily. With air-conditioning from $12-$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue
Hotel
24 FIFTH AVENUE at 9th STREET

buys, among others, for dealer groups in Chicago, Cleveland, Detroit and the Delaware Valley. The agency reports that the latter group is one of the more active. There are 2,710 Dodge dealers.

The more expensive the car, the more it is presumed that the advertiser makes use of class and mass magazine space. This is not true. Cadillac, the top-priced luxury car made in this country, uses large and frequent portions of spot radio.

The medium-priced car advertisers are all active and ardent radio users.

Oldsmobile and the compact F-85 have continuing spot campaigns in addition to announcement radio, as well as sponsorship of a network news program.

When the 1961 models were introduced, Oldsmobile went on the air on 200 stations for two to three weeks. Frequencies were low, numbering only three spots per week. They were placed on weekdays, in either morning or afternoon drive times. This year's campaign for Oldsmobile was notable in that it included many fm stations in top markets. These buys were made with money left if am time purchases allowed it.

In addition, Oldsmobile has a 52-week radio campaign going that is subject to renewals every 13 weeks. This campaign uses 125 stations, each getting three spots per week. The strategy behind this continuing campaign, according to Jack Walsh, chief timebuyer at Oldsmobile's agency, D. P. Brother & Co., Detroit, is to support the dealers in these markets, who are expected to supplement with campaigns of their own. "Two years ago," says Mr. Walsh, "we studied the sales and advertising programs of 100 dealers. We found that those dealers getting factory support of three spots per week in their markets had 100 percent better sales."

But, he explains, each dealer is subject to monthly review; if his own advertising or sales do not meet a standard, the national schedule is placed in another market for the next cycle.

Oldsmobile has no dealer associations, but its 3,545 dealers are active radio users. One of the most active is Charles Story, who advertises that he is "The World's Largest Olds Dealer." Story Oldsmobile, Lansing, Mich., is a frequent advertiser on WILS Lansing. The dealer often rents the station's mobile unit for two or three weeks, and WILS broadcasts right from his showroom or some other location. During these periods he also buys 20 one-minute spots a day. Story spends roughly $2,000 for each campaign on WILS, the station reports.

On CBS, Oldsmobile is now in the middle of its second year sponsoring *Lowell Thomas and the News*, 6:15 to 7 p.m., EDT Monday through Friday. The newscast is heard on 196 stations of the network, and is fed to additional selected markets where Oldsmobile wants coverage.

Pontiac Division, which sells its standard size car at a slightly lower price than Oldsmobile, is also slightly less active in radio advertising. The division's only national spot campaign was delivered at announcement time in two flights—one for Pontiac, the other for Tempest. Both flights went into 160 to 170 markets on a saturation basis, using 40 to 60 spots per week placed during drive times on weekdays, and daytime on weekends. Spots were of one-minute and 10-second duration, using the personality of Victor Borge. The Pontiac campaign ran two weeks in October, while Tempest took two weeks in November.

Pontiac sponsors no network radio, and routes the remainder of its radio through dealers, according to advertising manager John F. Malone. "We would like to use more spot radio," says Mr. Malone, "but we have 3,580 dealers who all want support in their markets. We can't possibly schedule enough national spot to cover them all, so we just go in at announcement time. The rest is up to the dealers. We think radio is wonderful, and we would use it seven days a week if we could."

Pontiac's agency, MacManus, John & Adams Inc., Bloomfield Hills, Mich., does prepare scripts for dealer use which are sent to all dealers. One Pontiac dealer who has taken advantage of agency support is Carson Pontiac, St. Louis, which has been in business only one year. The dealer wanted to celebrate its first anniversary in a creative but reasonable-cost way.

Carson had already been running

a schedule on WIL St. Louis, and the station suggested anniversary contest. The idea: Display a Tempest with the station call letters painted all over it. The public would be invited to estimate the number of times the call letters appeared on the car. In addition to buying a schedule on radio, the client paid for the painting of the car, and then loaned the car to the station for use in outdoor promotion. Carson also bought ads in two local newspapers promoting the WIL contest.

Buick cars are equivalent in price to Oldsmobile's, and it is reported that Buick has been more active in spot radio this year than in any previous year. During the current model year, Buick bought saturations at announcement time and in February-March.

The introduction campaign was placed in 83 markets for three weeks, and was a multiple-station buy. Frequencies ranged from 25 to 50 one-minute announcements per week, which were split evenly between Buick's standard size car and its new compact, the Buick Special.

On February 16, Buick opened a national campaign for new and used cars which ran through March 4. About 75 markets were included in this campaign, according to McCann-Erickson Inc., Detroit, Buick's agency. Frequencies numbered from 12 to 36 spots per week placed during traffic times.

In May, Buick saturated the Los Angeles market on behalf of its dealers there. Heavy use of four-second announcements in conjunction with minutes (up to 140 four-second spots per week) was placed on approximately 10 stations. The campaign is on seven days a week and will terminate on June 31. One prominent Los Angeles station reports the Buick saturation to be "one of the heaviest in the station's history."

Vincent Valek, assistant advertising manager for Buick, reports that dealer use of radio is sporadic. But, he says, dealers that do use radio like it and use it extensively.

"Buick used NBC *Monitor* at announcement time for about seven weeks," Mr. Valek recalls. "We bought participations in five-minute *Bob Hope* segments, taking from 10 to 12 programs each weekend."

McCann-Erickson claims that Buick has no plans for a late summer campaign at this time. However, an industry figure close to automotive buying trends feels that Buick's purchases in Los Angeles may be a prelude to additional Buick radio.

In Ford's Lincoln-Mercury Division, Mercury and her younger sister, the compact Comet, have used radio this year on a continuing basis.

Announcement schedules for Mercury were placed in 70 top automotive markets for six to 10 weeks. Frequencies varied from 25 to 75 one-minute spots per week per market. These spots were scheduled in morning and evening drive periods.

Spot activity out of Kenyon & Eckhardt Inc., New York and Detroit, has been coming in an off-again, on-again basis since announcement. K&E has just put out an availability call for a new flight.

The agency also operates advertising programs for 22 regional divisions of the Lincoln-Mercury Dealers Association, including the Cleveland, Buffalo, Minneapolis- St. Paul, Pittsburgh, New York and St. Louis associations. Both New York and St. Louis have radio campaigns running now, as does Buffalo, which started June 7, and Minneapolis-St. Paul, which began June 5. In the Pittsburgh area, K&E opened a drive for Mercury in May that utilized at least 50 radio stations.

A Detroit dealer campaign attracted unusual attention as a spectacular use of radio earlier this year, when a Mercury campaign on WJBK Detroit made use of 1,300 spots

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TEEN MARKET

Continued from page 37

influence their readers in greater proportion than the small time they spent reading them would indicate.

Tv—Similar to magazines in its escapist role. Programs selected are normally related to some self-image which identifies with actors or actresses in the program. Rarely can tv attract a large teen audience for shows other than dramas and sports.

Radio—Enjoys the greatest measure of acceptance among teenagers for two reasons. In the first place, it fills a need for companionship and belonging. It also provides them with minimal reality contacts—news and weather—without intruding on their privacy. Studies show that teenagers are more likely to accept guidance and direction from radio than from any other medium.

Figures from The Pulse indicate that—on the average—a teen-age girl times to radio about two hours daily for a weekly total of 14; the teen-age boy, a weekly total of almost 18 hours (97.4% of the boys listen 17 hours, 46 minutes). Life-Politz studies indicate similarity in findings to the *Seventeen* study.

For example, teenagers—as a group—are thought to spend about $10 billion each year. They own 10 million phonographs, 13 million cameras. More than one and one-half million teens own their own cars, and more than 60% of teen boys have a direct influence on the brand of car next purchased by the family. ■

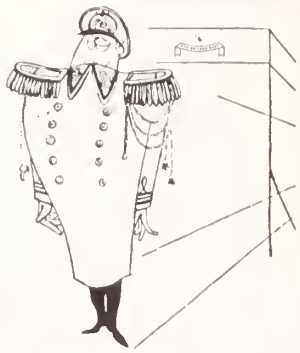
KEEP YOUR EAR ON . . .

RADIO PULSEBEAT NEWS

Bringing the news sounds of the nation ALIVE!

—SOUNDS THAT ATTRACT LISTENERS
AND RING CASH REGISTERS—
JOIN THE GROWING RPN FAMILY OF STATIONS NOW!

RADIO PULSEBEAT NEWS
153 - 27 Hillside Ave., Jamaica 32, N. Y.
AX 1-4320 (For Sample Feed—AX 1-6677)



INTRODUCING THE NEW

DRYDEN-EAST

HOTEL

39th St., East of Lexington Ave.

NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single $15 to $22 Suites to $60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

the one and only radio advertising magazine devoted only to radio is U.S. RADIO

NAMES & FACES

Thomas B. Campbell is the president of the newly formed Advertising Time Sales Inc., New York. The new radio-tv rep firm has been organized from The Branham Co., and will replace Branham's broadcast division. The firm will maintain sales offices in major markets throughout the country. Mr. Campbell started with Branham in 1941 as a radio salesman. After a four-year stint with the Navy, where he became commander of a torpedo boat, he returned to his sales work with Branham. In 1951, he joined Blair-TV for a short time, and then returned to Branham as a sales manager. In 1957, he became vice president and director of sales for radio and television. Later he was made executive vice president, a position he maintained until his recent appointment as president of the new Advertising Time Sales Inc.

Esther Rauch, former director of sales development for John Blair & Co., New York, is a co-founder and vice president of the newly created Better Broadcast Bureau, New York. Miss Rauch began her broadcast experience at KSTP Minneapolis-St. Paul, after which she became manager of the fashion department for a leading Milwaukee department store. She was instrumental in initiating programing activities at KWDM Des Moines, when it first went on the air. She later served as music director at WMT Cedar Rapids. In 1951, she entered the agency business in Chicago with Leo Burnett, first as a timebuyer and later, chief timebuyer on the Tea Council account. She then joined Blair, Chicago, and became manager of midwest sales development. After two years, she went to New York in a similar post.

John Hoagland, vice president of Ogilvy, Benson & Mather, New York, was recently appointed to the position of director of broadcasting there. A graduate of Princeton, Mr. Hoagland began his career as a page boy at NBC in 1938. Next, he worked in program development and sales at ABC. During the war he was a fighter pilot in the African campaign and, upon returning, he became director of the radio department at Robert Orr Assoc., New York. Next, he was supervisor of radio-tv for the Campbell Soup Co. In 1954, he joined BBDO as vice president and broadcast account supervisor. Among the accounts he handled were General Mills, Minnesota Mining and Lever. In February 1959, he left BBDO for Ogilvy where he became a vice president and associate director of the broadcast department.

Morton J. Wagner, head of his own organization, Wagner Assoc., a station management firm, has joined the Gordon Broadcasting Co., San Francisco, as executive vice president and managing director. Mr. Wagner left his post as executive vice president and director of the Bartell group last November in order to develop his own firm. He had been with Bartell for eight years. Mr. Wagner is a graduate of the University of Wisconsin. For many years he served as program and sales manager in local radio facilities. Later, he became a staff member of WHA Madison, educational outlet for the State of Wisconsin. He then served as general manager of WMTV (TV) Madison for a period of four years. As Wagner Assoc. makes additional broadcast acquisitions, the company will become part of the Gordon group for operational supervision.

Joel Fleming has taken over as vice president and general manager of all broadcasting operations owned by, or associated with the Ivy Broadcasting Co. In his new position, Mr. Fleming will manage the firm's fm stations operated as the Northeast Radio Network, as well as WOLF Syracuse and WTKO Ithaca, owned by Radio Ithaca Inc., and operated in association with the Ivy radio stations and enterprises. After graduating from Pennsylvania State University, Mr. Fleming began his broadcasting experience with local station operations moving then to network. In addition, he has been associated with other media, including magazine publishing and major market newspaper work. Mr. Fleming assumes the managership duties of company president, E. E. Erdman, who will now devote his time to executive affairs.

Charles A. Winchester is the newly appointed vice president and supervisor of all radio/tv activities at Doherty, Clifford, Steers & Shenfield, New York. After graduating from Harvard, Mr. Winchester started out as a copywriter for a Boston agency. Later he joined Ogilvy, Benson & Mather, New York, as a media researcher, and from there he went to DCS&S as an assistant researcher on the Bristol-Myers account. In 1945, he joined the Biow Co. as an account executive on the Procter & Gamble account. When Biow was disbanded, he moved over to Young & Rubicam, which had absorbed the Spic & Span account he handled for Biow. In 1958, he returned to DCS&S as client contact man on the Bristol-Myers account. Later that same year he was made vice president and account supervisor. He now lives with his family in Scarsdale.

KFAL RADIO
FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

DINING
at New York's elegant
MALMAISON
is a delightful experience

MALMAISON
RESTAURANT

10 East 52nd St., New York

LUNCHEON . . . COCKTAILS . . . DINNER
At the piano: Jules Kuti, 5 to 11 P.M.
PLaza 1-0845 • Closed Sundays

WHY DETROIT LOVES RADIO

Continued from page 57

within a one- to two-week period.

According to J. Clifford Wilson, vice president and media director for K&E in the Detroit office, Mercury and Comet have been out of network radio this year, although there was some activity in 1960. "We have used network radio," says Mr. Wilson, "when we found it necessary to extend our reach. But we have a much greater interest in spot radio and use it with generous frequencies."

Chrysler sits in two price categories, the medium-price and luxury class with its various models that range from $2,900 to $5,900. In its magazine advertising Chrysler tends to push the luxury and quality image. But in radio, as evidenced by a major campaign last February, the company has tried to push the low price economy with Chrysler quality.

On February 15, Chrysler opened a three-week national radio campaign in its top 50 markets. Keynote of the campaign was the Chrysler low price, and the campaign has been referred to as the "$2964" campaign. Frequencies ran as high as 30 per week in morning and evening drive times.

At the same time, according to Young & Rubicam Inc., Detroit, Chrysler Division's agency, the $2964 spot campaign was supplemented with NBC *Monitor* weekend spots.

Calvin Nixon, Y&R timebuyer, reports that Chrysler radio activity this year is nearly 100 percent above last year.

Chrysler is trying hard to organize its dealers to a point where Young & Rubicam can efficiently plan campaigns for the associations. There are now about 10 dealer associations under the agency's wing. Their use of radio has consisted mainly of short two-week flights. Among all the associations, the Cleveland group seems to have been the most radio conscious, the agency says.

In the luxury class, dominated by Cadillac, Imperial and Lincoln Continental, the use of radio noticeably dwindles, with the exception of Cadillac. Lincoln Continental, according to Kenyon & Eckhardt, has not advertised on radio at all in 1961. Lincoln has not even gone near fm, which its competitor Imperial has discovered to be extremely worthwhile, and which Cadillac has experimented with in numerous markets.

Cadillac will probably spend at least $1 million in radio this year. A large portion of this money will introduce new models. Last year, Cadillac announced the new cars in a three-week campaign on 1,230 radio stations. In major markets, the buy included from five to 10 stations, reaching frequencies of 45 one-minute announcements per week in

Chart continued from page 27

The major automobile companies, their products, the advertising

ADVERTISER	ADVERTISING EXECUTIVES	AGENCY
General Motors Corp.	Richard B. Cogswell—Dir. Mdsg. Gerald M. Millar—Adv. Mgr.—Mdsg. Dept. Vincent Valek—Asst. Adv. Mgr.	McCann-Erickson Inc., Detroit
BUICK MOTOR DIV. Buick Buick Special		
CADILLAC MOTOR DIV. Cadillac	J. Phillip Schaupner—Mdsg. Mgr. Kenneth R. Wolf—Asst. Adv. Mgr.	MacManus, John & Adams Inc., Bloomfield Hills, Mich.
CHEVROLET MOTOR DIV. Chevrolet, Corvair Chevrolet Truck	Jack Izard—Adv. Mgr. Carl Uren—Asst. Adv. Mgr.	Campbell-Ewald Inc., Detroit
OLDSMOBILE DIV. Oldsmobile, F-85	James F. Mattox Jr.—Dir. Adv. C. D. Barker—Asst. Adv. Mgr.	D. P. Brother & Co., Detroit
PONTIAC MOTOR DIV. Pontiac, Tempest	John F. Malone—Adv. Mgr.	MacManus, John & Adams Inc.. Bloomfield Hills, Mich.
Studebaker-Packard Corp. Studebaker	James W. Orr—Dir. Adv. & Mdsg.	D'Arcy Advertising Co. Inc., New York and South Bend, Ind.

drive times. In smaller markets, frequencies hovered around the 18 to 20 per week mark. Fm radio played a significant role in this campaign, as MacManus, John & Adams Inc., Cadillac's agency, reports that one or two fm stations were used in major markets.

Fm is used by Cadillac in San Francisco on a 52-week basis, where the company sponsors light classical music on KPEN from 7 to 8 p.m., Monday through Friday. Each program includes four commercial minutes for Cadillac "prestige" announcements. MacManus, John & Adams is reportedly investigating other markets for fm advertising, and is expected to steadily increase its use of the quality frequency.

Cadillac's other 52-week radio campaigns are currently running in two markets. In Detroit, the company sponsors a 6 to 6:15 p.m. newscast on WWJ Monday through Friday. In Los Angeles, Cadillac is on KFI five times a week with the 15-minute *Sid Fuller Cavalcade*.

Last summer, Cadillac ran a summer mop-up campaign in 60 markets from July until announcement time. The promotion was broken into two-week alternating flights. As for its plans to repeat that campaign this year, both agency and client are silent.

Imperial's most talked about move in radio since new model time has been its purchase of the *Imperial Press Club*, five minutes of news interpretation Monday through Friday on stations of the QXR network. The purchase represents a 52-week investment of $125,000—the largest sum that any national advertiser has spent on fm radio. Young & Rubicam, Imperial's agency, has found the fm buy "extremely satisfactory," and is gradually adding more stations to the list.

The investment by the automakers in radio is considerable. They believe in radio, primarily because it gives them a captive prospect—the man behind the wheel. And Detroit, generally, is increasingly aware of radio's importance in drumming up local sales.

The dealer is realizing his important returns from radio, too, and is gradually learning how to get the most dramatic results. "Gone are the days," says one radio man, "when the dealer gets an et from the factory as part of a promotional kit. Some of the best sounding commercials in many major markets are being played by automobile dealers, some of whom have paid as much as $10,000 for a musical theme."

With this kind of dynamic action by dealers, together with a full measure of support from the factory in national spot, the automobile industry can have one of the most effective media programs in advertising. ■

agencies and the men and women responsible for radio campaigns

ACCOUNT EXECUTIVES	MEDIA EXECUTIVES	TIMEBUYERS
E. McCord Mulock Jr.—VP-Mgmt. Svce. Dir. Charles Flynn—AS	**Kelso M. Taeger—VP-Media Dir.** **William Davis—Media Super.**	**Judy Anderson**
Charles Adams-Exec. VP-AS Robert E. Field—AE	**Ray Reiss—Media Dir.** **Lee Hanson—B'cast Super.**	**Richard Sheppard**
Colin Campbell—Exec. VP-AS John L. Thornhill—VP-AS	**Carl Georgi Jr.—VP-Dir. Media**	**Robert H. Crooker Jr.—Asst. Media Super.**
Sheldon Moyer—Sr. VP-AS Val Corradi—Sr. VP-AE	**C. Watts Wacker—VP-Media Dir.**	**Jack Walsh—Chief** **Dick Hoffman**
James H. Graham—VP-AS Colin J. John—VP-AE	**Ray Reiss—Media Dir.**	**Richard Sheppard**
Frank Weber—AS-NY Gordon Baird—AE-NY David Bogle—AAE-NY William Straub—AE-South Bend, Ind.	**Frank Ott—Media Dir.-NY**	**Frances Velthuys—NY-Chief** **Robert Lazatera—NY**

EDITORIAL PAGE

OUR POSITION ON CHAIRMAN MINOW

THOUGH most of FCC Chairman Newton Minow's remarks at the NAB convention last month were directed at television, there were ominous implications in his speech for radio, and we feel we owe it to our readers to let them know exactly where we stand on the matter of this highly controversial public servant.

We think Mr. Minow was wrong, outrageously wrong.

We think he was wrong in the threatening tones he adopted toward broadcasters, tones which ill become any government official addressing any group of free American citizens.

We think he was wrong in making the kind of sensational, rabble-rousing speech which, as almost any child could have told him, would be luridly played up in the press.

We think he was wrong in not recognizing his own status as a kind of "90-day wonder" who was presuming to give all the answers to difficult questions which many intelligent men have been trying for years to find.

We think he was wrong in many of the solutions he proposed, particularly those "well-advertised" public hearings to determine license renewals.

In short, we think young Mr. Minow made an unfortunate start, and we hope that it was just one of those errors which bright, energetic, ambitious young men are apt to fall into.

If it was, and if increasing maturity shows him that his first responsibility is within the FCC—to make it honest, impartial, efficient and intelligent (which it has not always been)—then we shall have no quarrel with Mr. Minow.

HERE'S REAL EXCITEMENT

TOP TUNE INTROS

FOR THE CREATIVE BROADCASTER. Personalized parodies that introduce the hottest of your top tunes! More than mere promos or ID's, each of these parodies is designed to cleverly relate your station to the top tunes of the week and the personalities singing them! Originally created for KLIF in Dallas, the Top Tune Intros are now available to the entire industry.

ANOTHER
FIRST
FROM

FUTURSONIC PRODUCTIONS, INC. 2102 POUTH ST. DALLAS, TEXAS

"In 55 seconds we take you direct to CUBA!"

And . . . we did . . . WFAA 820 listeners were the first to hear a direct report from Cuba. After many long hours on the phone, "Southwest Central" newsmen finally found someone who could speak English and report on the invasion of Cuba. WFAA then provided the networks and wire services with the beat of the month. It happens every day on WFAA! "Southwest Central's" audience is kept abreast of happenings in "Big D" and around the world 4 or 5 times every hour. And this is in addition to regularly scheduled news on the hour . . . coverage that is making WFAA Radio's new "Southwest Central" the station people are afraid to leave. They tune to and stay with "Southwest Central" for the big stories . . . first, and first-hand. News, special features, behind-the-scenes sports, weather, farm news . . . it comes *anytime* and *often* on WFAA where professional journalism makes the difference.

Isn't this the place for your message?

"Southwest Central" from COMMUNICATIONS CENTER

WFAA 820 radio DALLAS

RADIO SERVICE OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc.

The Original Station Representative

M Grows
2% in '60*
,000 homes added
Golden Sound Circle

is more than coincidence that
is great growth occurred in the
st year of WFBM-FM's oper-
ion. Planned variety program-
ng, outstanding news-in-depth
verage and day-in-and-day-
t promotion have focused more
d more attention on FM.

ow **WFBM-FM** "Golden Sound
the Middle West" . . .

- Reaches a market of 237,557 select FM Families
- Dominates a 51 county area where retail sales total more than $2 billion.

is is the *select* market for your
oduct . . . just ask Walker-
awalt, Inc.

on 1960 FM set sales in WFBM-FM coverage area.

WFBM fm 94.7mc
DEN SOUND OF THE MIDDLEWEST"

erica's most powerful commercial FM station
A Service of TIME-LIFE Broadcast

U.S. FM

A U.S. RADIO PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

VOL. 2 — NO. 5

JUNE · 1961

35 CENTS

Libra

Profile of a mass audience

New Politz study conducted in five major markets reveals fm has quantity, too

Fm profits are up

More fm stations are in the black as profits climb higher, NAFMB study proves

Can fm sell an idea?

American Medical Association and its ad agency await major campaign results

Major agency study on fm

Young & Rubicam, New York, releases extensive fm study for public perusal

FM is
on the
move!

so is
U.S. FM,
the magazine
that sells your
medium to
agencies and
advertisers!

FORE MOST

Y&R's fm audience study is pace-setting the field

The Young & Rubicam survey of "The Fm Audience," showcased at the National Assn. of Broadcasters convention, continues to create a stir among fm stations as well as advertising agencies and client companies, all of whom continue to seek desperately for illuminating, lucid analyses as to fm's capabilities and potentials. Dr. Frank Mayans, v.p. and associate director of research for the agency, said it was at media's request the costly and comprehensive study was released publicly, an all-too-rare move for industry researchers. Y&R's goal: to provide information on which fm values could be assessed more accurately, with results "for the media man's use to correlate with his background and experience."

Two midwest groups survey possible fm rep formation

There's growing interest in banning together fm stations in the top major markets under a station representative umbrella, with two such schemes burgeoning now in the midwest. Leadership in both proposed companies would (1) confine representation to stations in the top 20 or 25 markets, by population size and therefore by fm density, and (2) accept only one station per market on the basis of its programing (as matched to others in the line-up). Both are being thought of as answers to buying bottlenecks, when agencies and sponsors evince most interest in the largest markets.

First stereo fm stations: GE's WGFM, Zenith's WEFM

Difference in time focuses rival claims of two fm stations that they were the first in the country to go on the air with stereo under the new FCC standards. WGFM, Schenectady, N. Y., the General Electric station, took to the air June 1 between midnight and 1 a.m. eastern time. At the same time in the midwest, the Zenith station, WEFM, Chicago, started stereo operations. WGFM stereo is aired 20 hours weekly in the afternoon and evening hours.

Harold Neal foresees fm's "complete maturity" in '61

FCC's approval of stereo-fm broadcasting spurs a new facet of the medium, in the view of Harold L. Neal Jr., v.p. and general manager of WABC-FM, New York. He sees this as forecasting "the complete maturity of the medium this year." Among his station's recent account acquisitions: Hamilton Watch Co., Ford Motor Co., Beekman Towers (New York hotel), H. H. Scott Co., Pique Products.

Scott makes a wider-band tuner for stereo reception

H. H. Scott (see above), Maynard, Mass. manufacturer, is pushing hard on the sale of a new wide-band fm multiplex stereo tuner which dealers throughout the country are now receiving. It retails for $199.95 and includes circuitry keyed to a wide band which, Scott reports, with a wider width needed more for "optimum stereophonic reception" than for monophonic tuners.

LETTERS

Duplicate or separate

I am writing regarding the survey you have taken concerning the publication of U. S. FM.

I strongly urge that you continue the separate publication of U. S. FM. One of the greatest obstacles fm faces is lack of prestige. By combining U. S. FM and U.S. RADIO, fm becomes the stepchild that the am owners wish it to be.

After 27 years in am radio, I feel qualified to say that the two are entirely different industries. They require different concepts of commercials, programing and sales.

The more support we have as a separate medium, such as your fine publication, the sooner it is a saturation medium. Our sincerest congratulations to you for pioneering this publication. Please keep it separate.

Coy Palmer
KBMF-FM
Pompo, Tex.

We would like to submit our vote concerning the issue of making U. S. FM a part of U.S. RADIO magazine. It costs extra unnecessary dollars to buy printed pages of superfluous material which would be the case if you were to combine the magazine. Please continue to publish it as a separate entity. It attracts many more vitally interested people this way.

We would like to extend our appreciation to you for making this magazine available. It has certainly been of excellent quality.

Karen Hillstead
Program Director
KSL-FM
Salt Lake City

Many thanks for including my letter in your letters column in the April-May issue. May I call to your attention, however, that WFMF is in Chicago. We are not located in Pittsburgh.

Sid Roberts
Station Manager
WFMF
Chicago

Merger

Congratulations on your merger with *Sponsor Publications*. We hope that your two fine publications, U.S. RADIO and U. S. FM, will continue to prosper.

C. L. Doty
General Manager
WSAI
Cincinnati

U.S. FM

VOL. 2 — NO. 5

JUNE 1961

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Norman R. Glenn — *Editor and Publisher*
Bernard Platt — *Executive Vice President*
Arnold Alpert — *Vice President and Assistant Publisher*
Elaine Couper Glenn — *Secretary-Treasurer*
Jane Pinkerton — *Managing Editor*
Mary Lou Ponsell — *Senior Editor*
Barry Mallin — *Assistant Editor*
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Jo Ganci — *Secretary to Mr. Alpert*

West Coast Representative
Whaley-Simpson Co.
700 Montgomery Building
San Francisco 11, SUtter 1-4583
% Edith K. Whaley
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Fm radio: Profile of a mass audience

New Politz study of fm tune-in and fm listeners in five major market areas on the west coast points up quantity as well as quality factors

ADVERTISERS and agencies are closely checking a new analysis in depth of the fm markets serviced by five stations in the Heritage group.

Although the stations are located in major metropolitan areas along the west coast, the audience samples and survey question techniques are broad enough so that many buyers think the patterns emerging typify the national fm listener as well as the west coast regional listener.

The study is an answer to questions posed by the Heritage stations themselves as well as by prospective advertisers, attempting to give specific dimension to the characteristics of the fm family as listeners as well as consumers. Patterns were correlated for audiences in Los Angeles, San Francisco, San Diego, Seattle and Portland, based on field interviews conducted at the turn of the year and recently published.

Forty-four pages of charts and statistical documentation back-up some of these general conclusions:

Fm's reach is vast, going into such a large number of homes that the fm audience is conclusively a mass audience rather than a limited-appeal audience as may have been true in the early days of the medium.

Almost one-third—30.3%—of the private households have an fm set in working order.

Fm still has a built-in selective factor, however, making it an "exclusive" medium in the sense that it reaches an advertiser's best prospects —families with the most income, the highest educational levels, the most sophisticated consuming tastes.

For example, 42.7% of the households which report an annual income of more than $7,000. And 38.3% of all fm households report this high income figure, contrasted with 27.2% of all households.

Of the households where the head of the family reports college or other advanced education, 37.8% are fm-equipped, a third—33.4%—of all households have the head of the family in this classification, significantly lower than the figure for fm household heads, 41.7%.

The biggest percentage of fm listening is in the home of professional, managerial, sales and clerical persons, with 36.6% of their homes fm equipped. Almost half—48.5% —of these homes have household heads in this work classification, contrasted with 40.1% of the total households.

Fm receivers tend to be located in homes with three or more persons. Of these three-person-plus homes, 35.1% are fm-equipped, with 57.7% of total fm homes including three or more persons and 42.3% including one or two.

The most-tuned-to time among fm homes is from waking through breakfast, but fm listening is fairly even throughout the day until the post-bedtime hours.

The pattern for an average day: 59.5% of the homes use fm from waking through breakfast; 47.3%, after breakfast through lunch; 55.2%, after lunch through dinner; 50.2%, after dinner through going to bed, and 25.3%, after going to bed until the going-to-sleep hour.

The peak listening times are in the hours after breakfast and through lunch, when the household using fm tunes for an average of 116 minutes or almost two hours. Of the homes using fm during at least one period of the day the receiver is turned on for an average total of 202 minutes throughout the full day.

Other minutes spent with fm, by day parts: from waking through breakfast, 61; after breakfast through lunch, 116; after lunch through dinner, 92; after dinner through going to bed, 92; after going to bed until going to sleep, 48.

More than eight in 10—87.9%—of all fm households have only one receiver in the home, with 8.3% reporting two and 3.8% reporting three or more. The average number of fm sets per household is 1.17.

Most fm receivers are located in the living room, 55.2% of the total home sets. Others: bedroom, 21.7%; kitchen, 11.3%; den, study or library, 7.6%; dining room, 3.1%; other places, 1.1%.

The study also analyzes consumer use and buying habits, as shown in the following statistics:

Automobile ownership: 32.5% of all fm households own one or more passenger cars; 28.8%, one car; 42.5%, two or more cars; 37.1% bought the car new; 27.1% bought only used cars.

MAJOR POLITZ STUDY CONCLUSIONS

Fm's reach is significant.

Of the 4,130,000 private households in the metropolitan areas of five major west coast markets (San Diego, Los Angeles, San Francisco, Portland, Seattle) almost one-third—30.3%—have an fm receiver in working order.

Fm ownership grows as income does.

Of those homes with an annual income of $7,000 or more, 42.7% have an fm set, contrasted with 27.2% of homes with 27.3% of those with incomes from $4,000 to $6,999 and 21.5% for those under $4,000.

Education is higher in fm homes.

Of those homes where the head of the household has college or other advanced education, 37.8% are fm-equipped; 31.6% when the household head has finished high school; 21.4%, in homes where the head did not finish high school.

Professional people own the greater number of sets.

31.6% of the homes in which there is an employed household head are fm-equipped, contrasted with a higher 36.6% of the homes in which the head is in the professional, managerial, sales and/or clerical category and a lower 24.4% in homes where the household head is a craftsman, service worker, farmer or laborer. The lowest saturation, 24.4%, appears in homes of the unemployed house head.

Fm is more popular with home owners than with renters.

35.8% of the owned homes are fm-equipped; 24.6% of rented homes.

Appliance ownership: 42.7% of all fm households have an automatic clothes dryer; 36.6%, automatic washer; 32.2%, still camera; 42.2%, record player; 51.6%, hi-fi record player; 48.5%, food freezer; 31.8%, television set.

Possession of life insurance, stocks or securities, charge account: 32.2% of the fm households have life insurance; 38.2% own stocks or securities; 37.8% have a department store charge account.

Food product usage: 32.6% of all fm households in the area used canned soup in the previous two weeks; 32.1%, ready-to-eat cereal; 29.5% cooked cereal; 35.0%, instant coffee; 30.6% regular coffee; 30.1%, evaporated or condensed milk; 15.1%, powdered milk; 35.6%, prepared mixes (cake, pie crust, pancake, biscuit).

Beverage usage: 34.3% of the fm households in the previous two weeks served wine, soft drinks, beer or ale; 42.0% wine; 35.8%, soft drinks; 35.4, beer or ale.

Tobacco usage: 31.8% of the fm households reported someone in the home smoked cigarettes or cigars in the preceding two-week period.

Cosmetic and drug usage: 34.9% of the fm households reported someone in the household used face make-up, face preparations or eye make-up in the previous two weeks; 36.0%, perfume; 31.0%, vitamins.

Home improvements: 42.7% of the fm households painted or wallpapered some room in the previous year; 43.7% put in new drapes, rugs or other floor coverings.

Social activities: 32.5% of the fm householders had dined out in the preceding month; 39.3% had gone to the movies; 51.4% had gone to a musical event; 42.7% had attended a sporting event. In 37.2% of the homes someone in the household during the past year had cooked out; 74.7% had done some gardening.

This is the kind of detailed fm information that an increasing number of researchers are gathering. ■

ON THE NATURE OF FM'S AUDIENCES

Fm appears most often in homes with older children.

In those homes where children are under 20, the proportion with fm is 33.6%; youngest child under 10, 29.9%; youngest child from 10 to 19, 40.3%; no children, 27.5%.

The larger family prefers fm.

35.1% of the households with three or more persons of all ages are equipped with fm, compared with 25.5% of those homes with one or two persons.

Fm tune-in increases with family income, advanced education, occupation of the household head and home ownership.

Fm listening peaks in the morning but is fairly even all day.

Households tuning to fm on the average day with average number of minutes for each:

From waking through breakfast	59.5%	64	*After dinner through going to bed*	50.2%	92
After breakfast through lunch	47.3	116	*After going to bed until going to sleep*	25.3	48
After lunch through dinner	55.2	92			

Most fm homes have only one fm receiver.

87.9% of the fm homes have one set; 8.3%, two; 3.8%, three or more receivers. The average per fm household is 1.17 sets.

Most fm sets are located in the living room.

55.2% of the receivers are installed in the living room; 21.7%, bedroom; 11.3%, kitchen; 7.6%, den, study or library; 3.1%, dining room; 1.1%, other places.

It's a tight squeeze but profits are growing

NAFMB industry survey shows more fm stations with black ink, with storecasting responsible for some gains as industry looks forward to stereo

Where does the fm broadcaster stand today?

In a year when the major cry among advertisers and agencies has been for more fm audience and market research the National Assn. of Fm Broadcasters has taken a step toward unveiling at least one unknown: it has held a mirror to the broadcasters themselves.

The reflection, as seen through a study prepared by the John B. Knight Co., Los Angeles, shows that fm—from a profit and loss point of view—is gaining strength rapidly.

Conducted this spring among members of NAFMB as well as nonmembers, the report shows that the majority of fm stations are making strides in picking up revenue. The report further supports the long-held opinion that an overwhelming portion of fm business is local.

Following are some of the major results of the survey:

Most stations are moving into the black far more quickly than generally believed, even among the more optimistic. However, the stations that are in the best financial shape still seem to be those which rent their sub-carrier channel for background music or storecast purposes.

Of fm stations that do participate in storecasting, 44.9% report they are making money, and 77.9% claim that their profits have risen in the past year.

But of stations who receive revenue from fm air time sales alone, only 27.3% could say them are in the profit column. However, 96.2% of these report that their margin of profit has increased over the previous year.

Facts of the industry survey scoff at the popular opinion that the majority of broadcasters have a long pull before they can realize a return. Just under three-fourths, or 69.7%, report that they were out of the red in a year or less after going on the air. And 27.3% report that they lost less than $10,000 before becoming profit-makers.

Fm broadcasters' efforts to promote and sell the medium are reflected well in data tabulated on station sales forces.

Fully 78.6% of stations reply that they employ from one to five full-time fm salesmen. As for part-time

New officers of NAFMB elected at second annual convention: (kneeling, l to r) Fred Rabell, pres.; T. Mitchell Hastings Jr., v.p.; William Tomberlin, treas.; Lynn Christian, sec'y; (directors, standing, l to r) Raymond Hard, John Reynolds, Will C. Baird, Robert Hinners, S. K. Evans, William Drenthe, David Green, Arthur Crawford and Jack Kennedy.

Fred Rabell (r) NAFMB pres., receives group's F-Emmy from William Tomberlin, NAFMB treas., in recognition of outstanding fm work.

salesmen (including staff and management personnel who perform other duties), 61.4% have at least one or two.

Earnings of fm time salesmen are provided for in various ways. Half of the stations report that they pay their salesmen salary plus commission. One-fourth pay on a straight commission basis; the remainder have a draw against commission plan. The base pay per week for those who receive salary or draw ranges from $50 to $140 a week.

The amount of local business going to fm still outweighs national advertising by far, the survey concludes. Two-thirds of the stations responding indicate that 90% of their sales are transacted for local goods and services. Less than half, or 43.0%, have a national representative. But of these nationally repped stations, 26% report that 10% or more of their income comes from national advertisers.

Concerning the role advertising agencies play in fm business, 54.1% of stations surveyed said that they make at least 10% of their sales through agencies.

More than half are affiliated with an am stations and 72.2% of these stations program separately. A high percentage, with or without am affiliates, are on the air from 110 to 140 hours per week, or an average of 17 hours per day.

A question on stereo programing (FCC approval for multiplexing came two days after tabulation of the survey) reveals that 72% have never done stereo broadcasting in conjunction with an am station. However, 41% predict they will broadcast in stereo, at least part of the time, after FCC approval.

Because this is the first such survey done in the industry, there are no comparative data by year. However, any documentation of fm's dimensions is welcomed by most broadcasters, who see the survey as charting a much needed course of industry cohesion. Copies of the 28-page report may be obtained by sending $2.50 to: NAFMB, Treasurer's Office, 2917 Temple St., Los Angeles, Calif. ■

Highlights of NAFMB's first industry survey profile fm broadcasters

78% HAVE ONE OR MORE FULL-TIME SALESMEN

Fm stations usually pay salesmen salary plus commission. Weekly base on salary or draw against commission ranges from $50 to $140. Commission on agency business: 5 to 24%; direct sales: 5 to 30%.

7 IN 10 STATIONS REPORT AGENCY BUSINESS

Advertising agencies are responsible for 10 to 90% of business placed on 60% of fm stations. 34% receive no sales through agencies, while 7% attribute 90% or more to agencies.

4 IN 10 PUT $20-$40,000 INTO EQUIPMENT

The cost of fm antenna, transmitter and studio equipment ranges from $10,000 to $100,000 and more. The majority of fm stations invest an average of $35,000 in equipment, not including cost of buildings.

STORECASTING, BACKGROUND MUSIC LEAD TO PROFITS

45% of all stations leasing main-carrier or sub-carrier channels for storecasting and/or background music now show a profit in combination with spot sales. 78% registered increases in profit this year.

SALES AND PROFIT MARGIN ARE UP

27% of the stations that do not lease a channel are making profits. 96.2% scored increases in profits as compared with a year ago. 63.3% produce net operating profits after taxes.

PROFIT USUALLY STARTS AFTER 1 YEAR

Three in 10 stations lost less than $10,000 before registering profits; two in 10 lost from $20,000 to $30,000; one in 10 lost $150,000 or more. Five in 10 were showing profits in less than one year of operation.

SOME ARE STILL IN THE RED

Among the stations which are still in the red, 40% have lost less than $10,000 thus far. The remainder report losses ranging from $10,000 to $200,000. 55% have been operating one year or less.

9 OF 10 STATIONS LIMIT COMMERCIAL FREQUENCIES

The maximum number of announcements per hour allowed by fm stations ranges from three to 10. 28.8% exercise a six-spot limit; 25.3% prefer an eight-spot limit; 2.6% impose a four-spot limit.

3 IN 10 STATIONS PROGRAM AM-FM STEREO

Only four percent program stereo with another fm station, but 28% combine with am stations. 56% have sponsors for all or part of stereo broadcasts. Two-thirds program four stereo hours per week.

Can fm sell an idea?

American Medical Assn. awaits results of fm idea campaign

Results of fm campaign in 39 markets are now being analyzed by the American Medical Assn. and its ad agency, Klau-Van Pietersom-Dunlap, Milwaukee. Planners included, seated, l and r, Joseph C. Stodola, senior v.p. and agency creative dir.; Thomas F. Scannell, Jr., v.p.; standing, l to r, John Wussow, media buyer; Roy Heckenbach, asst. media dir.; Fred Crowl, radio-tv dir.

How does fm build an "image" with opinion-molders?

This is the question now being answered by the American Medical Assn., Chicago, and its advertising agency, Klau-Van Pietersom-Dunlap, Milwaukee. They're analyzing the media returns from their fm-sponsored "vote" regarding the government's proposed plan for medical care for the aged.

The inherent value of the fm audience and the static-free medium which reaches them is seen in these media facts:

- The behemoth association of more than 180,000 physicians selected only fm, newspapers and one health magazine to carry its message propounding the worth of the Kerr-Mills legislation.
- It selected 39 major fm radio markets contrasted with 26 newspaper markets, all chosen by agency media and account people to reach opinion-molders and decision-makers at a level of influence in their communities.
- One major plus for fm, of course, is the fact that many physicians have installed fm receivers in their waiting rooms and that the AMA "commercials" would reach a double audience of the group's own members as well as their patients.

The fm radio campaign provided for the following media pattern:

- 104 one-minute transcribed announcements,
- aired over a five-week period this spring on
- these 39 major-market outlets.

Fm was selected "because the campaign was aimed basically at the opinion leader—the individual with a college degree, with a better education than the average person." So said Ed Ritz, v.p. in charge of media at the agency.

He thinks fm attracts listeners who "fit this profile quite well." The agency is now checking consumer as well as professional reaction to the special drive.

Supplementing the campaign to back "the present Kerr-Mills law as a common sense approach to solving the problem (of medical care for the aged) that concerns us all" was an extensive merchandising program which provided for a "communication kit" distributed to all local medical societies.

Many of these kits were sent out by the agency with print and broadcast material. For the latter, the kit contained scripts for one-minute announcements as well as transcriptions.

Commenting on the copy themes, Joseph C. Stodola, senior vice president and creative director of Klau-Van Pietersom-Dunlap agency said: "The social security approach seems to take all of the problems of the aged and hang them on the doctors, rather than society facing up to the problem.

"Need for medicine is one part, but other factors include giving the aged outlets in the way of activities." He said the American Medical Assn.'s idea is "to help those who need help."

Fm markets used in the campaign included: Beverly Hills, San Diego, San Francisco, Denver, Hartford, Washington, Miami. Atlanta, Chicago, Indianapolis, Baltimore. Boston, Worcester, Detroit, Minneapolis, Kansas City, St. Louis, Buffalo, Albany-Troy-Schenectady, Binghamton, Ithaca-Elmira, Jamestown, Syracuse, Olean, Poughkeepsie, Rochester, Utica-Rome, Cincinnati, Cleveland, Portland (Ore.), Pittsburgh, Allentown-Bethlehem-Easton, Philadelphia, Providence, Dallas, Seattle, Houston, Memphis, and Milwaukee, a total of 39. ■

FAVORABLE MENTIONS

Fm converter — Emerson Radio of Maryland, Baltimore distributor for the Granco division of the Du Mont Emerson Corp., has taken an extensive schedule of spots and program sponsorship with WFMM Baltimore. The station reports that the product involved is the Granco model AR-60 converter for auto/radios. Spot schedule is concentrated between the *Candlelight & Silver* and *Hi Fi at 10* shows. The 6-7 p.m. segment of *Candlelight* is sponsored in full Mondays, Wednesdays and Fridays and is titled *The Granco Hour.* On Tuesdays and Thursdays, the Granco product is featured on *Hi Fi at 10* from 10-11 p.m. The distributor reports strong sales as a result of the WFMM contract.

"We're very happy to have Granco with us," says a station spokesman, and pleased with the results. And let's not forget, the sale of these units has added many, many hours of fm listening time in Baltimore."

Wallpaper studio—After a one-month trial run on KPFM Portland, Ore., the Portland Wallpapers Inc., specialists in wallpaper panels, has taken a 52-week schedule with the station. According to KPFM, the account, which is handled by the Kennedy-Hannaford Agency in Oakland, Calif., "will use six announcements per week on KPFM in evening times, buying 30-second adjacencies to locally sponsored programs Monday through Saturday. The agency is using KPFM's 'bank plan' of the blanket purchase of announcements to be used on any frequency schedule it desires from month to month with the total to be used within the frequency year."

Bank—The National Bank of Detroit, through Campbell-Ewald, is sponsoring *Conversations in the Arts,* a Sunday night discussion program on WDTM Detroit. The station reports that these broadcasts "present the discussions of different groups led by outstanding artists, performers and community leaders in fields ranging from music to architecture, poetry, theatre arts and urbanization."

Soft water dealers — KPRI-FM San Diego and the Culligan Soft Water Dealers of San Diego staged a promotion aimed at getting telephone response. The copy read: "If you call for the Culligan man to come to your home to tell you about Culligan soft water, he'll bring you a new Harry Belafonte album." Account Executive Frank Seeley, of the Alexander Seeley agency, reported a "phenominal" response to the promotion. KPRI-FM also reports that the RCA Records Distributing Corp. has bought a series of spots on the station. The station says this is a "non-co-op 'direct' purchase with dealer tags. A new RCA release is chosen each week as the featured album of the week. A track from the album is played, then the commercial, and then another cut from the album."

Air conditioning — The Bryant Air Conditioning Corp. has purchased 500 weather spots on WLIR Garden City, New York, through the Herbert Margill Advertising Agency. Station says the spots will run for 10 weeks.

Sponsor successes

WBOS-FM Boston reports several successful sponsor affiliations. The Guild House, a quality women's shoe salon, had never used radio before going on WBOS, but its campaign has been so successful that Guild House signed a second 52-week contract. Wheelock-Lovejoy, makers of heavy steel display equipment, was considered an unusual client for radio advertising, but response has been so strong that it is now in its third year with the station.

Tetley Tea took a five-week flight over WBOS and ran tests on its reach. Tetley's district manager was so pleased with the results that he signed for a second, longer flight. Through an in-store merchandising tie-in with a series of Pepperidge Farm bread spots, Pepperidge's district manager attributed a rise in product sales to the WBOS campaign.

New stereo station

Coinciding with the FCC stereo approval, WUPY Boston goes on the air this month with round-the-clock broadcasting in stereo. According to the station, the format will include:

"Miss Fm Week" in San Diego, Jo Ann Shoblin, is attended by (l to r) Arthur Crawford, KCBH Los Angeles, Ray Baker, KFSD-FM San Diego, and William Tomberlin, KMLA Los Angeles.

FAVORABLE MENTIONS *Continued from page 9*

five minutes of news on the hour and two minute show business specials on the quarter hour and five minutes of sports specials on the half hours. Musical programing will be mostly jazz, popular and standards, and the rest of the daily schedule will consist of "talk" and discussion" programs.

WUPY has signed a 52-week contract with the Franklin Life Insurance Co., as well as spot schedules with several Boston-area restaurants and businesses.

Fm bumper stickers

A colorful bumper sticker that says "VOTE YES ON FM," is being offered to fm broadcasters across the nation. The promotion is being handled by the Fm Broadcasters Assoc. of Southern California.

Stickers were passed out at the High Fidelity Music Show in Los Angeles, and the association reports that cars wearing these stickers are beginning to be seen all over town.

In a letter to fm broadcasters, Arthur K. Crawford, commercial manager of KCBH Beverly Hills, says: "We are making our 'Vote Yes on Fm' promotion available to all stations. . . By doing this, we are able to pass on the savings of volume press runs to even the smallest stations in the smallest markets. . . .

"If you would like to do something similar in your market, either individually or as an association, you can save a considerable amount of money by taking advantage of the art work and production we have already paid for and ordering your bumper stickers along with our next press run."

Stickers are 10¢ each with a minimum order of 100 for $10. For those interested in purchasing the stickers, orders may be sent to: Fm Broadcasters Assoc. of Southern Calif., 3421 West 8th St., Suite #3, Los Angeles 5, Calif.

New low-priced am-fm receivers form part of display by New Orleans Public Service Inc., electric utility, in recognition of fm' growing influence.

Mixup proves fm's pull

A commercial, on a cartridge tape recording, that announced the opening of a Rexall "Annual 1¢ Sale," which stated that the sale was already in progress was run (just once) on a Saturday afternoon instead of on the following Monday when the sale actually commenced.

As a result of this error, the station received a call from one of the five participating Rexall druggists, stating that within two hours, over 50 customers had come into the store asking about the sale. Apologies were hardly necessary since the druggist was so overwhelmed at fm's ability to attract customers.

Another new station

KGGK-FM Garden Grove, Calif., is due to go on the air shortly, according to owners Jeannette and Jack Banoczi, who have announced the appointment of Frank R. Brown as station manager. Mr. Brown formerly was manager of KHUM Eureka, Calif. The Banoczi's state that programing will consist of music, news, sports, special events, public service and spiritual presentations.

Fm market data chart

Agency personnel in seven cities this month received fm market information on a "Wheel of Fortune" chart from the Fm Broadcasters of Greater Kansas City.

Data were tabulated from the results of three surveys recently undertaken in the Kansas City market by R. S. Conlan Inc., The Pulse Inc. and Verifak Surveys Inc. It shows Kansas City as the tenth largest fm market with set penetration of 136,000 homes.

The wheel breaks listenership into six divisions including age, income, occupation, education, location of set and time of day audience peaks. This information is tabulated for the top 10 fm markets, as designated in the survey: New York, Los Angeles, Chicago, Philadelphia, Baltimore, San Francisco, Boston, Houston, San Diego and Kansas City.

The broadcasters association has been in existence for one year, and includes as members all six commercial fm stations and three educational facilities serving the market. Members of the association are KCUR-FM, KTSR-FM, KCMK-FM, KXTR-FM, WDAF-FM, KCMO-FM and KBEY-FM, Kansas City, Mo.; KCJC-FM, Kansas City, Kan., and KANU-FM, Lawrence, Kan.

Copies of the chart may be obtained by writing John S. McDermott, executive manager, The Electric Association of Kansas City, 2201 Grand Avenue, Kansas City 8, Mo.

The Fm Broadcasters Association is a division of the Electric Association of Kansas City. ■

Fm station key

These statistics and other data contained herein are taken from reports received by us from FM stations. They are believed by us to be accurate and reliable, but, of course, cannot be guaranteed. This issue of U.S. FM includes returns from 459 fm stations. The *Fm Station Key* will be augmented each month as information is reported by additional operations. See box below for abbreviations. Stations not listed are advised to send in the necessary information.

Abbreviations

Rep.—representative; *ERP*—effective radiated power; *pen.*—penetration; *prog.*—programming; where there is an am affiliate, *sep.*—refers to the fm being separately programmed and *dup.* refers to the fm station duplicating the am programming; *cl*—classical; con—concert; *op*—opera; *s-cl*—semi-classical; *pop*—popular; *st*—standards; *shw*—show; *flk*—folk; *jz*—jazz; nws—news; *wthr*—weather; *dr*—drama; *intvw*—interview; *cmtry*—commentary; *rel*—religious; *sprts*—sports; *educ*—educational programming; *disn*—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage
KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Phoenix
KELE
ERP: 18,000 w
Prog.: Country & Western
KITH
Counties: 7; ERP: 5,000 w
Prog.: St, s-cl, shw, nws, rel
KYEW
Prog.: Cl, shw

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock
KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

Fresno
KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale
KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles
KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop
KNOB
National Rep.: Modern Media Fm Sale
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz
KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard
KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside
KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel
KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento
KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw
KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel
KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry
KSFM
National Rep.: Meeker Co.
ERP: 60,000 w
KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas
KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

FM STATION KEY (Cont'd)

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

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*Pulse, Inc., June, 1960

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

Grand Junction

KREX-FM (Am: KREX)
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Cl, con, op, st, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

WGAY (Am: WQMR)
National Rep.: Grant Webb
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr

WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

FM STATION KEY (Cont'd)

WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr

WMAL-FM (Am: WMAL)
National Rep.: Heritage Stations
Counties: 27; ERP: 27,000 w
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op

WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wth.

Pensacola

WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota

WYAK
National Rep.: George Hopewell
Counties: 9; ERP: 2,750 w
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con

WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w

WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk

WPLO-FM (Am: WPLO)
National Rep.: Heritage Stations
Counties: 82

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop

WBBQ-FM (Am: WBBQ)
National Rep.: Everett McKinney
Counties: 31; ERP: 19,300 w
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan

WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah

WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa

WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise

KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston

KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna

WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington

WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign

WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago

WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian

WDHF
Counties: 9; ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk

WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw jz, nws

WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw

WJJD-FM (Am: WJJD)
National Rep.: Heritage Stations
Counties: 141

WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr

WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw

WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws

WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur

WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham

WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin

WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

FM STATION KEY (Cont'd)

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Joliet
WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl
WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute
WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salinas
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville
WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Mayfield
WNGO-FM (Am: WNGO)
Counties: 5; ERP: 600 w
Prog. (Dup.): Pop, st, nws, wthr, sprts

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

FM STATION KEY (Cont'd)

Shreveport
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Bangor
WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP; 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou
WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston
WCOU-FM (Am: WCOU)
National Rep.: Devney-O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis
WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore
WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WCAO-FM (Am: WCAO)
National Rep.: Heritage Stations
Counties: 23
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace
WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster
WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston
WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw
WBOS-FM (Am: WBOS)
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk
WCOP-FM (Am: WCOP)
National Rep.: Heritage Stations
Counties: 12
WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw
WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr
WUPY
Counties: 25
Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ
WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge
WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Springfield
WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester
WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City
WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater
WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit
WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op
WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw
WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st
WLDM
National Rep.: Walker-Rawalt
Counties: 6; ERP: 20,000 w
Prog.: St, shw, s-cl, cl, con
WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws
WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws
WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing
WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids
WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)
WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland
WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster
WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, tlk

Kalamazoo
WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens
WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw
WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis
WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd
KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis
KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WLDM
DETROIT'S OLDEST
INDEPENDENT STATION
165,000 WATTS

FM STATION KEY (Cont'd)

WAYL
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 50 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Prog.: St, wthr, jz, shw, pop

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KCMO-FM (Am: KCMO)
Counties: 54; ERP: 65,000 w
Prog. (Sep.): St, s-cl, cl, shw, nws

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 35.2% (Pulse)
Prog.: Cl, con, nws, flk, s-cl

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw

KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 15.2 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WBUF
Counties: 15; ERP: 100,000 w
Prog.: Music, rel, educ

WWOL-FM (Am: WWOL)
National Rep.: Heritage Stations
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Cl, con, op, jz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am: WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

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(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 41; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 21,500 w
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 19 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

WTOL-FM (Am: WTOL)
ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 26; ERP: 50,000 w
Prog. (Dup.)

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

FM STATION KEY (Cont'd)

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties. 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Walker-Rawalt
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV.
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network

ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

(For abbreviations, see box, p. 11)

WMUU-FM (Am: WMUU)
National Rep.: Beattie
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Dup.): Nws, wthr, intvw, cmty, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
Counties: 53; ERP: 33,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)
National Rep.: Heritage Stations
Counties: 5; ERP: 6,600 w
Prog. (Sep.): Cl, s-cl, con, shw, op, jz

Nashville

WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP: 3 kw
Prog. Pop, cl, s-cl, shw, op

Pampa

KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13: ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

(For abbreviations, see box, p. 11)

FM STATION KEY (Cont'd)

Norfolk

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP; 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

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WUPY!FM 105.3mc. COVERAGE MAP

MARKET DATA

[redacted]

PRIMARY COVERAGE
BOSTON METROPOLITAN AREA

POPULATION
3,003,400

FAMILIES
866,975

EFFECTIVE BUYING INCOME
$5,994,375,400

TOTAL RETAIL SALES
$3,978,356,219

FOOD SALES
$1,053,785,000

AUTOMOTIVE SALES
$629,097,764

GAS SALES
$199,376,000

DRUG SALES
$128,475,600

Boston, the nation's sixth market in retail sales as well as population is first in consumer spendable income per household.

WUPY!FM

- First 24 hr.—7 day a week—Stereo Broadcast Commercial Station
- Broadcasting America's only contribution to the fine arts—JAZZ
- Reaches ¾ million college students—35 college universities
- Young Adult Audience who have not established any particular buying habits

23 Central Ave., Lynn, Mass., Lynn 9-2211—Harvey Sheldon, Pres.

JULY 1961/$5 a year

U.S. RADIO

RADIO: ℞ for drugs

How radio can profit from tv's mistakes

Why Pet Milk buys programs/Harold Fair: compleat radio man

WHO's Herb Plambeck...

Herb Plambeck, right, is applauded by H. V. Kaltenborn, noted NBC news analyst, and Richard Kathe of the American Feed Manufacturers Association, as he receives the 1960 National Animal Agriculture Award.

...Receives TOP Farm Award!

Every year the American Feed Manufacturers Association presents its "Animal Agriculture Award" to one farm broadcaster, for outstanding services to livestock and poultry farmers. This citation is the most significant and most coveted award in the farm radio field.

WHO-Radio is extremely proud that Herb Plambeck has added this distinguished 1960 award to the 45 other state, national and international citations he has received in the past 25 years. Founder and past president of the National Association of Radio Farm Directors, Herb was the originator of national plowing matches, is one of the best-known farm directors in America, is "Mr. Agriculture" to perhaps a million Midwest farm homes. Herb and his staff at WHO-Radio are actually on the air *sixty* times per week with farm programs!

Ask PGW for all the facts that have made WHO-Radio and Herb Plambeck's Farm Department a "must" for farm-products advertisers in "Iowa Plus."

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

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U.S. RADIO

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NOW!
GREATEST IN THE NATION!

WCCO Radio

listeners per quarter-
other station of the

TOP ACCEPTANCE! Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined (59.2% share of audience)!* It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great *record* . . . great *buy* . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.

WCCO RADIO
Minneapolis • St. Paul
Represented by CBS RADIO SPOT SALES
Northwest's Only 50,000-Watt 1-A Clear Channel Station

SOUNDINGS

news & interpretation

NEW BOOMS are anticipated for this winter season in the **drug field,** particularly among the products which relate directly to ailments such as seasonal sniffles and cold-weather affiictions (See lead story: "Radio: Rx for winter drug clients"). In line with general ad expansion in this field is the recent move of Ted Gotthelf Assoc. Firm has organized a subsidiary, **Ted Gotthelf, Inc.,** in New York City under the supervision of David Hale Halpern. The company's sole aim: to concentrate on radio and tv advertising for the ethical and the proprietary drug agency.

SALES CURVES are moving upward with gaining momentum, stations from all over the country report. Two notable examples: WAIT Chicago and WNBC New York, which reflect business trends in the nation's largest market places. WAIT Manager Boyd Lawler says May showed the highest monthly gross of the year and that business for the first five months was **ahead of last year by 22%.** His spot business, he said, has gone **up almost 100%** since January of this year. And WNBC Manager Theodore H. Walworth Jr. last month signed the "biggest local radio buy ever made in a single week". The client: Davega Stores, Inc., through Weiss & Geller agency. The order: A week-long **saturation package** for (1) complete sponsorship of a midnight to 6 a.m. show six nights weekly for a total of **36 hours;** (2) minute announcements aired an average of every half-hour daily for seven days, and (3) eight remotes starring station personalities.

LONG-TIME radio pro Paul McCluer, now executive v.p. of Wade Advertising headquartering in Los Angeles, had these wise words to say about radio before the Southern California Broadcasters Association:

ON WEST COAST RADIO: "Radio in California has greater acceptance among listeners and advertisers than it enjoys in the east and midwest. This is partially due to the climate, conducive to a great amount of out-of-home listening in cars and recreational areas, but it is also apparent that broadcasters are inventive, ingenious and adroit in programing. It's also true there's more talent to draw from here, which helps to improve program quality."

ON RESPONSIBILITY: "All radio has a responsibility in the public interest to report subjects of community concern. A radio station should help give a community a conscience, at least to take a stand against sin, as Calvin Coolidge said. "A station has an obligation to report the incompetence of public servants, public nuisances, swindlers, and certainly can take a positive stand against delinquents, adult as well as juvenile."

ON FRESH APPROACHES: "Radio, like any other communication form, must be kept fresh and alive. This requires infinite attention to small details as well as a flexibility in procedures and policies. Last year's practices should be perpetuated only if they cannot be improved on. We should all guard against falling into the habit of continuing to do things the way we used to do them. Sometimes we are even guilty of believing things that are not true. As Josh Billings said: 'It ain't the things that we don't know that make us so ignorant. It's the things we know that ain't so.' "

MORE THAN $10 MILLION has been deposited in radio station bank accounts as a direct result of an all-radio concept, the Community Club Awards, Inc. Company reports total gross income to stations, through this sales-merchandising device, has risen from **$255,000 in 1955 to $2.7 million in 1960**, with 1961 billings ahead of last year. Through April 12, the '61 total was $1.2 million.

IMAGINATIVE sales tactic is shown in a new personal pitch being given by CBS Radio's Jim Fuller. Although the immediate aim is to sell network radio, the tactical approach is applicable equally to any kind of radio selling. He quotes Cicero as saying that there are **three basic ingredients** in any great oration . . . an oration is simply public speaking which, in turn, is radio.

These three ingredients: **logic, emotion and ethics.** Reason in a radio selling spurs an emotional reaction in the listener when someone believable (or ethical) is doing the speaking. Fuller's point: Radio personalities such as Godfrey, Linkletter and Crosby are believable personal salesmen in this vast medium which speaks to the public.

NEW NEGRO MARKET information is being compiled on the basis of the 1960 Census by the **Negro Radio Assn.** for its member stations. Pres. Francis M. Fitzgerald has asked data processors to break out national, local and area information on such factors as income, sex, education, product ownership. The Census Bureau, he comments, does not provide this type of detail on the **non-white population, of which 95% is Negro.**

TWO CBS o&o stations, KCBS San Francisco and WCBS New York, have developed a unique way of building an out-of-home audience. The audience is not only out of home, it's **3,000 miles away.** While west coasters are visiting the east this summer, and easterners are vacationing in the west, they're being asked to tune to the sister station. KCBS and WCBS **traded time availabilities** late last month to air each other's spot announcements.

RADIO CONTINUES as an advertising bulwark with the **giant oil companies** as they merge, enlarge their sales territories and change their regional images to a new national one. Newest series of commercials is for **American Oil Co.,** the outgrowth of three regional petroleum marketers: American, Standard Oil of Indiana and Utah Oil Refining Co. The pattern: a singing commercial aired on **330 radio stations.**

STATION and client-agency management can take heart in a study conducted by Conley Assoc., Chicago executive placement firm. Traditionally harassed by the **fast turnover of executive personnel** and the frequent difficulty of finding competent replacements, admen see more than a glimmer of hope for stability in the fact that the whirl-around from job to job slows down when the executive reaches the age of 40. Conley finds that admen switch jobs about **three times every 10** years until that age, when the average moves upward to a tenure of four years per job and then, after 50, to five years. Most stable: executives in the food field. **Least stable: young ad execs.**

NEXT MONTH:

A wide-sweep rundown on the current status of **food clients** using radio in this pre-fall buying season will lead off the August issue of U. S. RADIO. Among the other topical industry features: a report on the thinking of **Mathew J. Culligan,** general corporate executive at Interpublic and one of radio's greatest personalities; reasons why **playing radio's "numbers"** is ill-advised and unprofitable in the advertising gambling game; more top-notch **editorials** from outstanding radio stations.

RADIO'S REACH / JULY 1961

AM STATIONS ON AIR*	3,590
FM STATIONS ON AIR*	871
SETS MANUFACTURED**	1,124,924
RADIO SETS IN USE	156,394,000
CAR RADIOS†	40,387,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: At the end of May there were 3,590 am stations on the air, an increase of 18 stations over the previous month. Applications pending: 521; stations under construction: 149.

FM STATIONS ON AIR: Fm stations broadcasting at the end of May number 871, an increase of six stations compared with the previous month. Applications pending: 80; stations under construction: 208.

SETS MANUFACTURED: Production of radio receivers shows a slight decline in April. Total production for April (latest available figures) is 1,124,924 sets, compared to 1,384,052 recorded for March. Included in the April total are 375,570 auto radios and 51,260 fm radios. Radio production from January through April is 4,714,078, or 381,951 sets behind the total for the same period last year. Retail sales of radio receivers, excluding auto radios, also show a dip in April. Total sales of 603,589 sets is reported, off 250,332 sets from March. However, the number of sets sold since the first of the year stands at 2,704,218, an increase of 77,071 over a comparable period in 1960.

NETWORK SALES: Liggett & Myers Tobacco is the front-runner among network advertisers in terms of total home broadcasts, according to A. C. Nielsen Co.'s monthly index for four weeks ending May 7 (latest available figures). Liggett and Myers totals 352 broadcasts delivered. Chevrolet Motor Division, General Motors Corp., follows in second spot with 219 broadcasts and 129,664 total home broadcasts delivered. In third, fourth and fifth place, respectively, are Standard Brands Inc., R. J. Reynolds Tobacco, and Pharmaco Inc. Liggett & Myers scores also as the leader among network advertisers in the number of commercial minutes delivered during the same period. The company aired 270 commercial minutes for a total of 116,757,000 commercial minutes delivered. In second place in this category is Chevrolet, with 200 commercial minutes broadcast for a total of 114,124,000 delivered. Standard Brands, Mennen Co., and Pharmaco follow in third, fourth and fifth places, respectively. ■

*FCC, May, **EIA, April, †RAB estimate, June 1960.

RADIO NETWORK	HOUSEWIVES UNDER AGE 50*	FAMILY OF 3 AND OVER*	FAMILY OF 1-2*
ABC	70%	68%	32%
X	47%	52%	48%
Y	46%	66%	34%
Z	46%	49%	51%

*Source: Nielsen Radio Index — Distribution of a Network's Average Audience for all programming excluding religious, political and one-time-only programs. Jan.-Feb., 1961.

IF THE YOUNG ADULT IS YOUR MARKET

ABC RADIO IS YOUR NETWORK BUY

Last summer ABC Radio researched the young adult market. Found it big, bountiful and burgeoning. Last fall ABC Radio went after the young adult market with programming and promotion. This spring, for young adults your buy is "Breakfast Club" on ABC Radio..."Flair" on ABC Radio...Sports on ABC Radio...News on ABC Radio. On the average — program for program, hour for hour, minute for minute, it costs you less with ABC Radio. Ask your ABC Radio salesman for all the facts and figures.

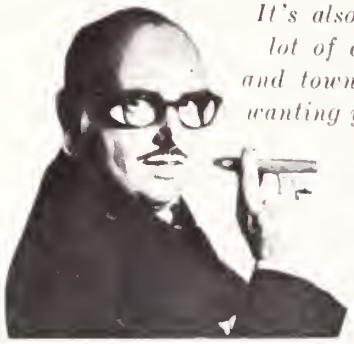
ABC RADIO

FOR A YOUNG ADULT AUDIENCE

REGIONAL RADIO

(KELO-LAND STYLE)

IS NOT JUST A STATION REACHING OUT!



It's also a lot of cities and townships wanting you in!

KELO Regional Radio gets a hearty welcome every mile of the vast area it spans! That's because KELO-LAND, big as it is, is one audience in its community of interests. Its scores of counties have listening tastes in common — and KELO RADIO knows those tastes like a book!

NBC

KELO

13,600 WATTS RADIATED POWER

13,600

Sioux Falls, S. D. and all Kelo-land

JOE FLOYD, President
Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.

Represented nationally by H-R
in Minneapolis by Wayne Evans & Associates

MIDCO

Midcontinent Broadcasting Group

KELO-LAND tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

TIMEBUYS

CHUN KING SALES INC.

Agency: *BBDO Inc., Minneapolis*

Product: CHOW MEIN

The food processor launches a one-month campaign beginning in the middle of July in a large number of leading markets. Humorous commercials, featuring the "Soy Brothers" harmonizing about Chun King's chow mein "divider pak," will spread over the markets during day and traffic times. Timebuyer is Betty Hitch.

CORN PRODUCT SALES CO. BEST FOODS DIV.

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

Product: HELLMANN'S MAYONNAISE

A 36-market drive opens in late July for the food dressing, it has been reported. The schedule will run from four to eight weeks with minutes, 30s and 20s being used. Timebuyer is L. Salzberg.

FELS & CO.

Agency: *Aitkin, Kynett Inc., Philadelpia*

Product: FELS SOAPS, DETERGENTS

The soap manufacturer will scour the country with a big second-half campaign that begins in mid-July and extends through November. The drive, utilizing 240 stations, will reach into 120 markets from coast to coast and Canada. Frequencies range from 10 to 20 one-minute announcements, primarily during morning and mid-day hours. Products to be pushed: Fels-Naptha soap, instant Fels Naptha soap granules, gentle Fels liquid detergent. Timebuyer is Miss E. M. Gretz.

GENERAL MILLS INC.

Agency: *Dancer-Fitzgerald-Sample, Inc., New York*

Product: GOLD MEDAL FLOUR

A one-month campaign announcing that Gold Medal flour can now be used in all baking without sifting started June 26 in about 90 markets. Morning and day hours carry the minute announcements at the rate of 12 to 20 per week. About three stations per market are broadcasting the commercials. Timebuyer is Frank McCue.

GENERAL MOTORS CORP.

Agency: *D. P. Brother & Co., Detroit*

Product: GUARDIAN MAINTENANCE DIV.

A seven-week drive, reaching into 63 markets, opened on July 3 for the automobile manufacturer's maintenance division. Announcements are 20s with the stress on traffic times. Timebuyer is Dick Cullingford..

GULF OIL CORP.

Agency: *Erwin Wasey, Ruthrauff & Ryan Inc., Pittsburgh*

Product: GULF SPRAY

From Maine to Texas, gnats, mosquitos and other insects are sweep-

ing the country and the oil company is pushing its insect killer in about 40 markets, most of them below the Mason-Dixon line. The campaign is in two parts: one started June 21, the other July 5, to run for about three months. More than 100 stations are broadcasting minute announcements at a frequency of 10 to 20 per week. Morning, daytime and traffic times predominate.

NATIONWIDE INSURANCE CO.

Agency: *Ben Sackheim, New York*

A one-month drive, concentrating in 160 markets east of the Mississippi, opens for the insurance company July 24. Drive times carry the major share of the one-minute commercials at the rate of 10 to 20 per week. Dick Goldsmith is the timebuyer.

NORTHWEST ORIENT AIRLINES

Agency: *Campbell-Mithun Inc., Minneapolis*

Product: JET SERVICE

The airline is using 28 markets throughout the country to introduce its new Boeing 720 jet service. Starting date was late June with the length of the campaign still undetermined. Traffic and day times head the schedule. Timebuyer is Ben Leighton.

PARKER PEN CO.

Agency: *Leo Burnett Inc., Chicago*

In a move designed to blanket a wider area, the pen manufacturer will drop its spot tv schedule and switch to radio during a 10-week campaign beginning in mid-August. Heavy frequencies will flood about 40 markets with minute announcements aimed at the back-to-school market.

CHAS. PFIZER & CO.

Agency: *Ted Gotthelf Inc., New York*

Product: BONADETTES MOTION SICKNESS TABLET

Saturating the coastal areas where people are likely to go out in boats, the drug firm is plugging its sea and motion sickness pill in about 50 markets. The campaign began in mid-June and will stretch for about three months. Frequencies average about 15 per market per week with one-minute announcements. The company has requested that commercials be aired adjacent to marine weather and tide reports. David Halpern is the contact.

BAY PETROLEUM CO.

Agency: *Reach, McClinton & Co., New York*

Product: TENNECO GASOLINE

The petroleum producer is saturating the southern market with continuing schedules in nine southern and southwestern markets and new buys in 12 markets. The new schedules begin early this month and will run for about four weeks. Frequencies for the minutes and 30s range from 15 to 30 per week, depending on the market. Traffic and week-end times carry the bulk of the commercials. The continuing schedules are mainly for six weeks with about 15 to 40 announcements per week per market. Most markets are two- and three-station buys. Timebuyer is Margo Teleki.

STERLING DRUG INC. GLENBROOK LAB. DIV.

Agency: *Thompson-Koch, New York*

Product: CAMPHO-PHENIQUE

Summer time is chigger time in the south and southwest and the drug company is pushing its insect bite product in about 30 markets. The campaign began on July 2 and is expected to extend for 13 weeks. The commercials average three to 15 per week, depending on the market. Traffic and weekend times are receiving the bulk of the schedule. Timebuyer is Bob Hall.

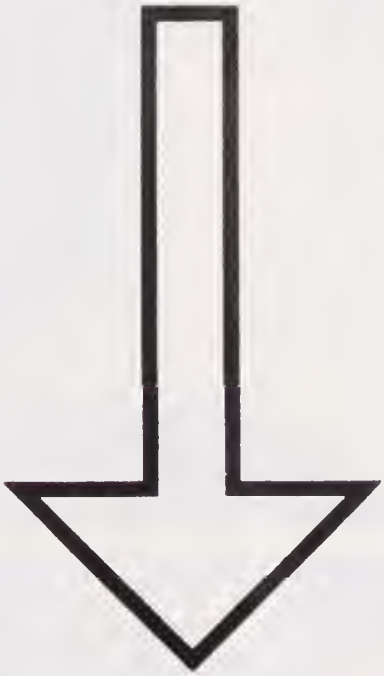
VIC TANNY GYMS

Agency: *Kastor, Hilton, Chesley, Clifford and Atherton Inc., New York*

The gym chain flexed its muscles in radio for the first time when it launched a two-week test in Chicago on June 26. The firm purchased schedules on four stations and used one minute commercials at the rate of 20 to 40 per week. As yet, the company has not decided its radio plans for the future. Timebuyer is Rosanne Gordon. ■

Review, please, the latest accepted survey of your choice:

ANY or ALL!



The unbelievable Family audience in the Louisville Metro Area belongs to WKLO

Need we say more?

Call Bill Spencer

or

robert e. eastman & co., inc.

Other Air Trails Stations:

WING, Dayton, O.
WCOL, Columbus, O.
WIZE, Springfield, O.
WEZE, Boston, Mass.

"Now, Joe, if only you could polish off my big problem..."

1 | "Sure I have a problem. Listen . . . promoting an advertising medium like ours calls for dramatics. We blast out our one biggest sales point, loud and pretty –

2 | "–but as promotion manager I worry about not registering the eight *other* big points in our total sales story for an advertiser. We could be losing contracts to competitors who claim to have the *other* values.

3 | "Actually we have stronger arguments on all eight angles than any competitor, but we can't crowd 'em all into our *impression* ads. How can I plug this gap in my promotion plan, Joe?"

4 | "Well, Mr. Smith, I don't polish off many problems, but I shine up three agencies right across the street, and all the time, day or night, I see them looking up where they're going to spend the money in a directory sort of thing –"

5 | "Oh, sure, Joe, you mean SRDS. We have a smasharoo blurb in there on our main sales point same as – hey . . . that's it! Why don't I put *all* our good points in Standard Rate, right where they have to look when they're comparing us with the competition. Thanks, Joe, you sure polished off a tough one for me."

6 | *With competent, strategically placed information in SRDS*

YOU ARE THERE

selling by helping people buy

SRDS

Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, *President and Publisher*

5201 OLD ORCHARD ROAD, SKOKIE, ILL.–YORKTOWN 6-8500

SALES OFFICES–SKOKIE, NEW YORK, ATLANTA, LOS ANGELES

WILLIAM H. OBERHOLTZER

Media group supervisor, Leo Burnett Co., Chicago
Winner of the July Silver Mike Award

Radio today is often baffled by its own personality. Twenty-five years ago radio was a pampered child, confident of its hypnotic power over the mass audience. Its virtual monopoly over the national market made radio's life relatively simple. Today, however, when it has grown older but not always wiser, radio finds itself in a world of intense competition. So suggests Bill Oberholtzer of Leo Burnett. He thinks a major question posed in recent years, and still debated, is whether radio can continue to compete successfully as a mass medium or whether its most lucrative potential lies in seeking out other paths, particularly in trying to reach a selective audience.

Many of the bright young men in advertising today, who don't remember the good old days, are leaning more and more toward this selective approach. This is in line with the thinking of Oberholtzer, U. S. RADIO's Silver Mike Award winner for July.

He's one of the brightest young men on Chicago's Michigan Ave. and recently was named "timebuyer of the year" by Chicago members of the Stations Representatives Assn. They agreed that he exemplifies the type of imaginative young men in advertising who are searching for new ways to harvest profits from radio.

Five years ago, Oberholtzer walked into the Burnett agency, his army discharge papers in one hand and a master's degree from Northwestern U. in the other, and landed a job as a media analyst. He didn't stay on the ground long.

In half a decade, the 29-year-old young executive has climbed meteorically from analyst to timebuyer to associate group supervisor to media group supervisor. Oberholtzer now directs media planning for five major accounts: Bauer & Black, Cracker Jack, Pfizer, Pillsbury and Swift.

Radio is a medium with tremendous potential, Oberholtzer believes, but it still has one leg dangling in the past.

"We're still suffering from the way radio was being sold to us—by the ton—in terms of 200 and 300 announcements," Oberholtzer says. "It got to the point where the salesman would walk in and tell us how many tons we could get for how many thousands of dollars. It was like weighing corn meal. This gave people the idea that you needed a lot of radio to be good. This is not true," he says. "We've found that it doesn't take 300 plugs a week to sell a product."

Although he doesn't discount the value of mass campaigns for some products, Oberholtzer contends that selectivity offers the best potential for radio. "Programing today is becoming more varied, especially with the increase of fm stations, which leads to more selective audiences," he says.

Oberholtzer believes that in competition for the local dollar an advertiser's best bet is radio. "Radio is the most selective of the local media," he argues. "There aren't many tv stations operating on a local level and the local newspapers aren't selective enough."

But he points out, the advertising agencies can only help those stations who help themselves. He claims local radio stations often are penny wise and pound foolish by not spending money to obtain an analysis of their listening audience.

"We'd like to see more studies of local radio markets," Oberholtzer says. "We don't know who's listening to the stations, we don't know if they have money to spend, what their ages are, where they work. That's the kind of information we're looking for."

According to Oberholtzer's associates at Burnett, his prime asset is the ability to boil down complex audience data in the search for the right media buy for a particular product. He is an indefatigable worker, often putting in 16 hours a day doping out his media selections. The long hours have paid off for both Oberholtzer and Burnett's clients.

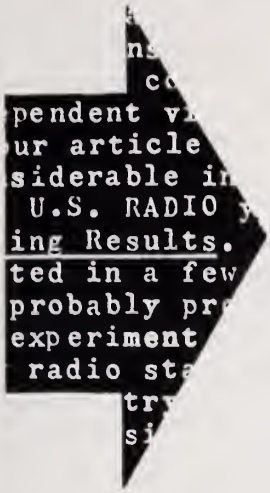
Two years ago, Oberholtzer decided to make media planning his permanent career. Why? "It's very rewarding to be in a position to see a campaign pay off," he explains. "This is what we all look for."

In Oberholtzer's case, he hasn't had to look far. ■

This issue
of U. S. RADIO
is representative of
those
to come

If radio
advertising is
important to you
then U. S. RADIO
is, too

U. S. RADIO is dedicated to radio. It probes radio problems, checks radio facts, presents the true importance of radio— constructively, forcefully, impressively. It is your window to better use of radio. Its dedication to radio advertising is total and complete. You need U. S. RADIO in your own name.



LETTERS

LETTER TO THE GOVERNOR

I wish to congratulate you on your recent *Open Letter to Gov. Collins* concerning NAB and radio. This letter posed questions very important to our industry today.

For some time, I have felt that radio has taken the blame for actions peculiar to television. As long as radio and television are lumped into one word—broadcasting—this will always be. Radio stations fight television for a share of the audience and the advertising dollar. Why should they be tied together except for legislative and legal matters?

I think it is time we had an *all-radio* national association.

JIM HAIRGROVE
President
KBRZ
Freeport, Tex.

We were so impressed with your *Open Letter to Gov. Collins* in the April-May issue of U. S. RADIO, that we have excerpted it for publication in "Of Mutual Interest." Particularly important in the article was the statement: "We believe, first of all, it is unfortunate that television and radio are so often and so carelessly lumped together under the vague title of 'broadcasting' and 'broadcast media'."

ROBERT HURLEIGH
President
Mutual Broadcasting Co.
New York

I have been in the radio broadcasting business for a number of years, and during the past few years I have been doing a slow burn.

My red hot gripe is this: Why do people and most organizations, as well as newspaper writers, always refer to television stations as part of the "broadcasting" industry. They should be referred to as "telecasters" and the "telecasting" industry. Why, when these "telecasters" are being dragged over the coals, are they called "broadcasters?"

It's time the broadcast industry stopped getting the black eyes over practices in which they are not involved. The recent blast at television station operators by the FCC and NAB heads brought considerable comment from people in this area. And yet, the blast was not at the broadcasting industry at all.

So perhaps your magazine, as a radio publication, can get the ball rolling and see that the television end of the business is referred to as "telecasting" and radio as "broadcasting."

C. E. ROYE
General Manager
WPRY
Perry, Fla.

WELCOME BACK

Sometimes a guy has to have a house fall in on him to bring realization of his oversight and negligence. Well, the walls came "a-tumblin' down" on me when I found that I had not written my congratulations on the return of Arnie Alpert to SPONSOR and the consolidation of your publications, SPONSOR and U. S RADIO.

You are wonderful guys of such vast experience that this re-association can't help but be beneficial to your publications and broadcasting, too.

WILLIAM C. BRYAN
General Manager
KTRH Houston

I don't suppose you are old enough to remember the ad campaign, "Gable's back—and Garson's got him!"

And you probably don't remember the jubilation that followed the announcement that prohibition was over and whiskey and beer were back.

Well, *I* remember, and I guess the news that Arnie Alpert is back with SPONSOR is just as big and just as heart-warming.

EDWARD LAGRAVE JR.
Truppe, LaGrave & Reynolds
Des Moines

IT'S "A-OKAY"

The new U. S. RADIO is "A-Okay."

BOB HYLAND
V.P., General Manager
KMOX St. Louis

RADIO TERMS

You might be gratified to know that I have received comments from many station and agency people about the radio glossary in the March issue of U. S. RADIO. It should be rewarding to you to know how well the magazine is read.

Two errors were pointed out to me. Instead of "amplitude modulation" for am radio, I had listed "audio modulation." So sorry. Also, in the process of editing, someone reduced the words "cost-per-thousand" to "c-p-t" instead of "c-p-m."

I have also thought of some additional definitions:

Air Check: A tape of a broadcast, or part of a broadcast, taken directly from the air, rather than being specifically rehearsed as an audition would be.

Contiguous: Applies to programs immediately adjacent to each other and to contiguous discounts which are sometimes given for such programs. As an example, two consecutive 15-minute programs by the same sponsor are sometimes given a contiguous discount and treated as one half-hour program.

Delayed Broadcast: A program which has been taped at the time of its initial broadcast and put on the air at a later time. Abbreviation: DB.

LEONARD F. AUERBACH
General Manager
Ohio Stations Representatives
Cleveland

Mutual coverage wraps up the buying dollars

Mutual Radio is strongest where the buying is biggest. 70% of all drug store sales and 66% of all food store sales are in A and B markets (ask Nielsen)—and Mutual now wraps up 66% of its radio audience in these markets! Mutual covers 87 of the top 100 markets with local affiliates—more than any other radio network. Got a food or drug store account in the house? Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company

RADIO: ℞ for winter drug clients

Drug makers to swoop into spot and net radio campaigns for fall/winter season

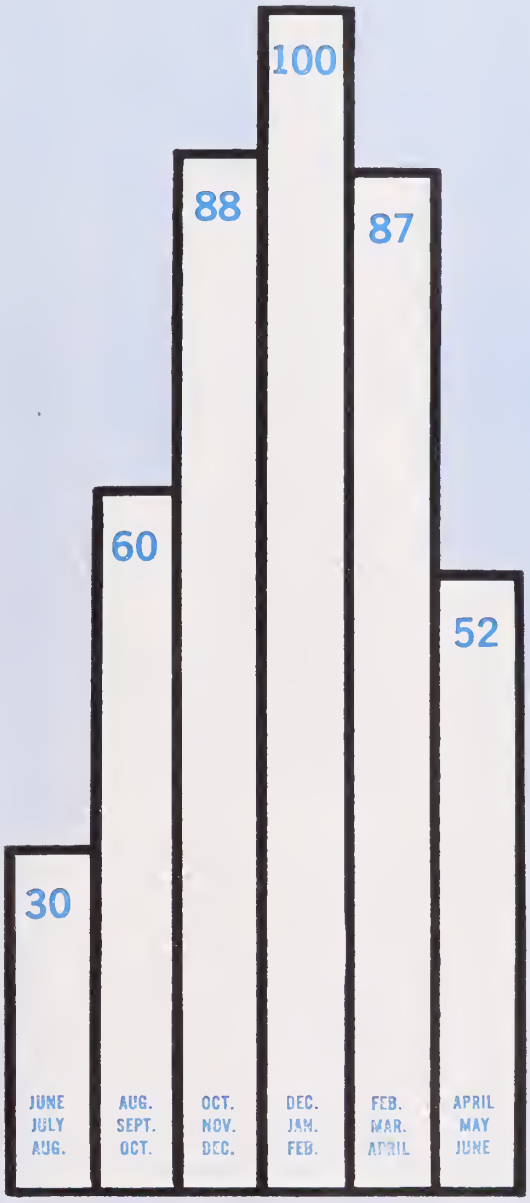
By W. F. MIKSCH

ANYBODY who is not in the drug industry but claims to understand it, is only kidding himself. It is a complex, competitive and highly-splintered business.

But since the annual advertising investment of its proprietary medicine branch runs well over $300 million, and since a considerable amount of this will be spent between this October and next spring on campaigns to coincide with the wave of colds, assorted viruses, and other ailments the flesh is especially heir to when winter comes, almost any facts about it should interest radio broadcasters who hope to cut themselves in for a slice of the billings.

With this in mind, U. S. RADIO set out to explore the drug industry in general and its "winter ailments" division in particular and came up with these findings:

How cold remedies sell through the year*



*Based on data from Nielsen Drug Index.

Typical annual pattern for volume of dollar sales of proprietary medicines in the cold remedy field, according to the Nielsen Drug Index. The figure 100 represents maximum retail sales volume. Nielsen survey covers overlapping three-month periods of a year.

• Radio is getting more business from the proprietary medicine field than it did a few years ago, but should be getting more.

• The copy story for a packaged medication can be told as effectively on radio as on any other medium, and often more tastefully (than, for example, on television with pictures).

• The flexibility and economy of radio is perfectly geared to the marketing aims of the proprietaries.

• The future should see an increasing number of proprietary drugs which should have a long-range effect on radio advertising.

• Package medicine products do not need—and most don't insist on—only so-called "prime time."

• No one is more important to the remedy advertiser than is the American housewife; she is the watchdog of the family's health, and also the family shopper. Anyone who can't build a radio pitch on this alone isn't trying.

• Fm has been "discovered" by the American Medical Association. Will some proprietary medicine—or even some ethical ones—use it intelligently this winter?

Since the foregoing conclusions came largely from questions put to admen, broadcasters and experts in the drug industry, the rest of the story now becomes a "question-and-answer" session for the reader's convenience.

Q. When will buying begin for the big "winter ailments" push?

A. If radio timebuying by cold remedy advertisers follows the pattern of the past few years, most buys in both spot and net will take place between 1 and 15 October. (Some, of course, are in all year round; after all, headaches and constipation are not seasonal.) Many buys will run for 20 to 26 weeks to cover the period of the year when the incidence of winter ailments is highest (see chart on page 17).

Some flights will be of shorter duration, concentrating mostly on December, January and February when both colds and drug sales are

Fighting colds and headaches is big business*

Spending for drugs and health aids is digested from 1959 survey of U.S. drug store sales by marketing research dept. of DRUG TOPICS. Only items have been excerpted which seem pertinent to "winter ailments." Important to note that classifications include prescription sales along with proprietary items.

(ADD 000 TO ALL DOLLAR FIGURES)

Products	Civilian spending in all outlets	Spending in drug stores only	% of total store
PRESCRIPTIONS	**$2,058,960**	**$2,017,780**	**27.84**
PACKAGED MEDICATION	**$1,635,660**	**$1,094,400**	**15.10**
Vitamin concentrates	*$ 341,220*	*$ 253,860*	*3.50*
Prescriptions	94,180	93,050	1.28
Others	247,040	160,810	2.22
Cough & cold items	*$ 309,350*	*$ 217,150*	*3.00*
Drops, lozenges, gums, troches	44,400	15,110	.21
Cough drops	30,330	6,040	.08
Lozenges, troches	11,930	7,890	.11
Gums	2,140	1,180	.02
Cough syrups, expectorants	76,100	59,850	.83
Salves & ointments	27,250	19,050	.26
Cold tablets, capsules, vaccines	65,090	41,130	.57
Antihistamines	32,400	29,840	.41
Nose drops, sprays, inhalants	44,560	36,900	.51
Nose drops	20,260	16,460	.23
Nasal sprays	20,000	16,410	.23
All other inhalants	4,300	4,030	.05
All other	19,550	15,270	.21
Laxatives	*$ 152,860*	*$ 99,930*	*1.38*
Tablets, pills, gums, lozenges	38,940	18,050	.25
Milk of magnesia liquids	23,690	11,390	.16
All other	90,230	70,490	
Internal analgesics	*$ 332,670*	*$ 153,160*	*2.11*
Aspirin	68,880	29,330	.40
Baby aspirin	5,480	4,710	.06
All other aspirin	63,400	24,620	.34
Aspirin-salicylate compounds	213,580	88,420	1.22
Effervescent	60,650	27,840	.38
Non-effervescent	152,930	60,580	.84
Arthritic pain relievers	24,890	23,000	.32
Other internal analgesics	25,320	12,410	.17
External analgesics	*$ 90,220*	*$ 56,770*	*.78*
Salves, ointments, balms	39,650	28,040	.39
Liniments & other liquids	21,210	10,660	.15
Rubbing alcohol	23,320	13,450	.18
All other	6,040	4,620	.06
Antacids	*$ 56,530*	*$ 28,090*	*.39*
Tablets, pills, gums, lozenges	23,690	10,980	.15
Powders	7,260	4,300	.06
Liquids	17,500	8,520	.12
Milk of magnesia tablets	8,080	4,290	.06
Other medication			
Lip protectors	3,560	2,500	.03

*Drug Topics.

figured to be at peak volume. But weather conditions and epidemics don't always abide by a timetable. The smart advertiser will be in for the whole six-month period, and ready to fatten schedules on short notice. Cold remedy manufacturers and their admen follow winter conditions carefully; the Asiatic flu epidemic a few years ago set off a real scramble to get on the radio bandwagon. Generally, proprietary drug billings on radio in winter increase two to five times over summer.

Q. When are cold remedy sales at their peak?

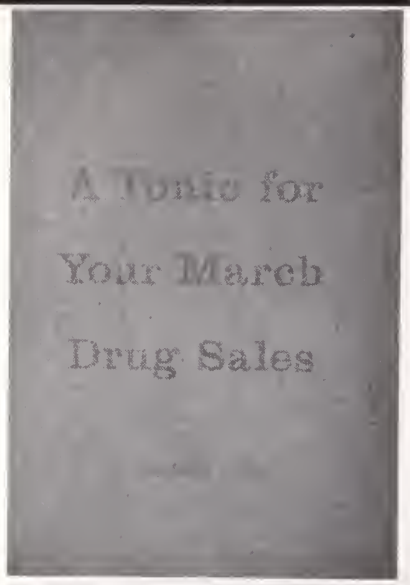
A. The Nielsen Drug Index-based chart on page 00 shows when retail sales are highest in the cold remedy field. Yet within this six-month span, many unpredictable things can happen. A long Indian summer in the autumn can lower the incidence of colds and depress the sale of cold medicines. By the same token, a bitter cold spell in February with near-zero temperatures, crisp days and clear nights also tends to cut down the cold remedy market. People don't catch colds in extremely cold, bracing weather.

The "ideal" conditions for catching cold are freezing temperature, sleet, fog, and plenty of slush underfoot. This is what the cold remedy advertiser must be ready for all winter long, and radio is ideal for his purposes because of the flexibility it offers for copy-switching and schedule-fattening.

Q. Who uses cold remedies and other proprietary medicines?

A. Just about everyone. If you get through the next year without catching at least one cold, then you are simply shot through with luck, since it is estimated that the average dweller in the U. S. suffers between two and three colds annually.

An article in the National Education Association *Journal* once put the incidence of the common cold in the U. S. at more than 400 million a year. More than an estimate on the present incidence of the common cold (or coryza) is impossible. Not only is the common cold still a mystery to science, but statisticians can't



Promotion: An ingenious "medicine cabinet" piece once used by NBC Radio to woo drug clients. Cover was mirror; inside (above) was sell to drug industry.

even count them, for a great majority go unreported. The statistical picture is further clouded by virus, influenza and other plagues that act like colds. But it is generally accepted that about 95 percent of all illness can be attributed to only about five percent of the known diseases such as colds, flu, rheumatism, etc.

For some idea of just one segment of the drug industry—laxatives—*Time* recently reported some 100 million Americans are regular users, spend $148 million a year on them.

Q. Who shops for packaged medicines?

A. The American housewife, almost always. Husbands and children have been found quite neglectful where minor ills are concerned (they complain but they don't do much about it), so it is up to "mom" to purchase, and often administer the medicine. Unless the man of the house is a hypochondriac, it is the wife who keeps the medicine cabinet stocked.

Of the nearly 40 million American housewives, 93.7 percent listen to radio 16 hours and 45 minutes weekly. Many proprietary medicine advertisers appreciate this and have no fetish about so-called "prime" or traffic time. They can reach her daytime, nighttime and week-ends.

Q. What advantages does radio offer the packaged medicine advertiser?

A. Quite a few, and here are some:

• **Economy.** To get the brand name across to the consumer is the chief aim in the highly-competitive drug field—a job radio has proved it can do expertly and economically.

Biggest marketing problems facing a manufacturer of packaged medication is usually at the point of sale. The drug store is the main outlet. Yet the average drug store is crowded to over-flowing not only with competitive brands, but with hundreds of "up-front" items ranging from shower sandals to French perfumes which all but snow-under a little box of headache pills or vitamin tablets. Shelf space is at a premium, but even if it weren't, the medicine advertisers would still stand little chance of such grand displays as soap or cereal pyramids at the supermarkets.

Most proprietary medicines come in relatively small bottles, jars and boxes. They are neither as beautiful as lipstick displays nor as large and colorful as candy boxes. In many crowded-for-space independent drug stores, packaged medicines are lucky not to be tucked completely out of sight under the counter or stuffed away in drawers. The druggist can find them, but the customer had better know what to ask for.

So in advertising these items, the brand name becomes of utmost importance. The picture of the pill box on television doesn't mean much; the customer probably won't see it on display anyway.

• **Efficiency.** The housewife, as has been pointed out, is the decision-maker and purchaser of medications for the family. Radio reaches her throughout the day, is most times her last contact with advertising before she sets out for the shops.

There are still some five million U. S. homes without television, and many of these are in areas where self-medication is popular.

Negro radio, Latin-American and other foreign language radio programing are extremely efficient ways for the proprietary drug advertiser to reach audiences who are much given to self-medication.

In many areas, radio outstrips tv in reaching different homes. As a daytime medium, it also enjoys an edge. But in large markets, where tv impact and coverage are needed by the drug advertiser, radio complements tv effectively. For awhile after the tv bandwagon got rolling (in the early and middle '50s), a lot of proprietary medicine brands mistakenly pulled out of radio and boarded the newer, more glamorous medium. Their error has gradually been corrected. For the past few years, drug advertisers have been coming back into radio, and staying with it. Example: F & F cough lozenges which, after some years exclusively in spot tv and newspapers, is now back in radio with Mutual Broadcasting System.

• **The packaged medicine commercial story can be told as well on radio as any other medium, and often with more taste.**

A happy jingle, a humorous commercial such as the one comedy stars Bob & Ray did for the antibiotic lozenge Candettes, straight and sincere sell, or the public service type of copy (". . . take an Aspirin, go to bed and call the doctor . . .") all get across the brand name and what this product does.

Probably no other industry is watched as closely by the FTC as is the drugs, and no drug manufacturer in his right mind is going too far out on a limb with rash claims which may upset that suspicious body. An intelligently-handled radio commer-

cial can communicate rightful claims and product story with taste. A television commercial seems to invite the use of unappetizing anatomical charts, more extravagant claims, and actors-not-quite-posing-as-doctors to the point where it just looks awful to the public, and maybe more so to an FTC.

• **Fits the drug marketing pattern.** Radio is everywhere, in about 97 percent of all American homes and even follows us about in our automobiles. It is about as omnipresent as cold germs. The packaged medicine also saturates the country. Thus radio advertising matches both product distribution and the incidence of headaches, chapped lips, sniffles and other miseries.

• **Flexibility.** Radio offers advertisers a chance to heavy up schedules quickly when weather conditions suddenly produce a rash of colds or when epidemic strikes. It offers the advertiser of remedies a chance to switch commercial copy almost overnight to meet the vagaries of health and weather. If ets or live copy are on hand in the studios of spot stations or networks, about 24 hours notice will tie advertisers' copy to the emergency. In both flexibility and exposure, radio and newspapers still offer the best quick communication in the country.

Q. How can radio broadcasters get still more drug business?

A. By better serving the industry, of course. Here's how:

• Watch out for product conflict! It may seem reasonable to the broadcaster to air an announcement for a cough drop, and then, three minutes later, slip in a spot for a chest rub. After all, he thinks, they are not competing cough drop brands; one is an internal medicine while the rub is external. So where's the conflict?

Well, it's there! Both products are cough-and-cold remedies. Simply avoiding brand conflict is not enough. Any commercials for any kinds of cold remedies should never be run back-to-back.

• Work on local drug stores and regional drug chains. Sell them on using radio for themselves, for special sale days and the like. Investigate what co-operative advertising plans they may have through manufacturers.

• An occasional public affairs program or just a spot dealing with public health, winter ailments, cold-inducing weather conditions, etc. creates a good atmosphere for remedial advertising. Or why not point out in some editorial, that while apparels are up 166 percent in cost, foods up 150 percent, housing up 72 percent—all between 1940 and 1960—packaged medications are up only 30 percent for the same period. Pricing is a touchy subject with the drug industry since the Kefauver investigations last year. They might appreciate some "voice in the wilderness" on their behalf.

• Documentation. If radio ever gets over its inferiority complex and decides to go after more business than drifts in through the transom, it will have to come up with some solid documentation. In the case of proprietary drugs, radio needs to show what leaders in the medicine field are giving it business, and how much. Sitting on success stories doesn't help either. But this is radio's problem—not the drug industry's.

Q. How big is the drug store business?

A. In 1960, according to *Drug Topics,* national newspaper for retail druggists, 54,126 U. S. drug stores comprising 49,074 independents and 5,052 chains did a total volume of business amounting to over $7.7 billion. (This, of course, included prescriptions and also such "up-front" non-drug items as toiletries, candy, tobacco and ice cream sundaes.)

It represents a $0.5 billion increase in sales over 1959. (For some idea of how the American drug store business has grown, total sales volume back in 1941 were $1.7 billion, according to *Drug Topics.* And as recently as 10 years ago, sales totaled only $4.4 billion.)

Last year, prescription sales amounted to nearly $2.2 billion, while all other business ("up-front") sales came to slightly more than $5.5 billion. Per-store average of up-front sales for the chains was $303,624 nearly four times that of independent drug stores where up-front per-store sales averaged $81,515.

Up-front sales naturally include the packaged medications with the non-drug items. For a comparison of how specific cold remedy types of packaged medicines sell, see chart on page 19.

Q. How big is the proprietary drug field, and what does it spend on advertising?

Continued on page 52

Personalities such as CBS' Arthur Godfrey are used by some drug clients. Others just "buy radio" to reach women.

W. R. Hesse, Benton & Bowles president, sees drug industry future in "more specialization."

HOW RADIO CAN PROFIT

Tv today is in serious trouble with critics and government. Radio stands

PUT down the first six months of 1961 as tv's darkest hour.

Not even the quiz scandals of 1959 produced such a storm of hostile criticism of the video medium as have erupted since the first of the year. It's been an active one.

FCC Chairman Minow, Senator Dodd's Senate subcommittee, a host of witnesses at the FCC hearing on tv programs, and dozens of educators, intellectuals and other critics have been blasting the young broadcast-medium to a fare-thee-well.

Some of the criticism has been biased and unfair. But U.S. RADIO is convinced that much of it stems back to serious mistakes which tv men have made in the past 10 years—mistakes which hold valuable lessons for the older medium of radio, which can profit from them.

If radio men will study and take to heart the most common shortcomings of television, they will find golden opportunities for building radio's own popularity and prestige.

Here are tv's six big mistakes—together with the opportunities they hold for radio.

HERE ARE TV's SIX BIG

1. A very tarnished image
2. Limited community identity
3. Limited program spectrum
4. Network program control
5. Excessive rating madness
6. Poor advertiser relations

FROM TV'S MISTAKES

to gain if it wisely assesses the mistakes of its younger broadcast brother

MISTAKES AND THE OPPORTUNITIES THEY HOLD FOR RADIO

Tv's error	Radio's opportunity
Tv, once the "glamor medium", has allowed poor programing and ineffective public relations to tarnish its image. Tv no longer has the "excitement factor" it had.	Radio has less to fear from tv today than at any time since 1948. Radio's own image can be built by intelligent and aggressive total industry public relations.
Tv stations, except in rare instances and in occasional programs are not identified with the life of their communities. Most tv programs are network or film shows.	The structure of tv programing gives radio a tremendous opportunity to become an even more significant factor in local community affairs and in advertising volume.
Today all but a handful of tv shows are westerns, adventure, comedy, news, sports, movies. Tv's program horizons, instead of expanding, are becoming more limited.	Creative radio men with bright ideas can find more and more program areas in which tv is not doing, or cannot do a good job. Radio programing is not "locked tight."
Today control of most prime-time tv programing is centered in three networks in N.Y. Despite many fine network contributions, the situation stifles tv creativity.	The structure of radio today allows affiliates to get valuable service, but not be stifled by networks. Both affiliates and "indies" are creatively much more free.
The soaring costs of tv advertising have put a sharp premium on the statistical, slide rule approach. Tv's brand of "rating madness" is worse than any radio had.	Radio, with much smaller unit costs than tv, can sell time on the more solid grounds of superior programing, more loyal audiences, greater community impact.
Many thoughtful tv men are increasingly disturbed by the atmosphere of antagonism and hostility between agencies and advertisers, and tv stations and networks.	Radio, by staging an aggressive campaign to prove that it is "easy to do business with," can win a host of friends and good customers away from the ranks of television. ■

THE COMPLEAT RADIO MAN

Harold Fair sees radio as 'high-flying bird' rather than 'depressed rhinoceros'

How radio soars for B & J advertisers

Safeway Stores, through the Omaha office, has upped its spot radio budget regularly for the past five years. Its pattern: 30 30-second announcements weekly per station with most schedules on air 52 weeks per year, mainly day.

Public Service of Indiana, through the Indianapolis office, airs 470 one-minute commercials monthly on 21 stations with news adjacencies on a 52-week basis. Client, pleased with radio, is spending $23,000 on it this year.

Sioux City office services 11 local radio accounts: Andes candies, Dividend Bonded gas, First Federal Savings & Loan, Greater Siouxland Merchandising Council, plus jewelry, bread, car, dairy, stationery, banking firms.

Omaha headquarters of the agency services 24 radio accounts, most of them local. Budgets range from lows of $1,000 for a florist and a clothing store to highs of $124,000 for Safeway, $103,000 for Storz Brewing each year.

"THEY'RE not buying all those radio sets to put flowers on!" Harold Fair says, emphasizing that radio continues with its opportunity to flourish in a golden era though a somewhat tarnished one.

He's broadcast v.p. for Bozell & Jacobs in New York City, and he's been a radio pro in every phase of station, association and agency activity for four decades. Fair, unlike the radio medium he talks about, has moved consistently with the times, shading his views of advertising as new methods emerge, finding

Philosopher

Artist

Pictures by Betsy Breed

new techniques when the old ones palled, seeking out a better or different or more fulfilling way to make radio serve its dual masters best of all.

The two masters are, of course, the public and the advertisers, with the station people functioning between them and, sometimes, caught in the middle.

It's this middleman — the station executive — who is the pivot for change in today's radio world, says Harold Fair. He approaches his own job — whatever it is — with the goal of being a "compleat" man — a professional who brings to his tasks of creativity or skill a rounded view of his work.

"You can't ever know too much about too many things," says Fair, "and the radio man is, in many ways, the ultimate in breadth and depth because his job demands extraordinary knowledge and — perhaps even more important — feeling." He himself started in radio as a solo pianist in 1922. Since then he's been an announcer, program director, salesman and manager, writer, promotion specialist, administrator, timebuyer, account executive and broadcast consultant.

Broader and deeper interests in other fields, he thinks, have helped him be imaginative and inventive about broadcast. He's still a pianist, a heavy reader of serious literature, a homespun philosopher who loves to chat with friends on almost any subject, an oil painter, a hobbyist who makes furniture and ship's models, a gardener.

He's also an avid radio listener, with two receivers in his country home at Old Lyme, Connecticut; three in his midtown Manhattan apartment (bathroom, kitchen, living room) and one in his car.

His personal listening peaks in the morning before walking to the B&J offices on Park Avenue and in the evening when he's at home or in the country. This listening backgrounds some of his comments on radio, mixed, of course, with his professional appraisal of the medium in which he has worked for 39 years.

His analysis of radio today and in the future starts with the premise that nostalgia about the great days of radio is fine — as nostalgia. But as a way of radio life it has become extinct. "Radio had a priceless thing for a long time, almost a proprietary relationship between the audience and the broadcasters. The listener had complete confidence in what the station had on the air."

Harold Fair recalls a long-gone day when an elderly lady fan endorsed a $10,000 check, sent it to him and asked that he return $1,000 and invest the remainder in U.S. E bonds. The complications he ran into in safeguarding the check and communicating with her via phone and letter took many hours. "It's the kind

Humorist

Hobbyist

Advertising man

Fair (r) auditions tapes with Producer Keith Taylor (l) and Writer Colin MacLachlan

of relationship the broadcaster had with an audience—and which disappeared when tv came in."

Although this relationship, he thinks, can never be repeated, he suggests many things which radio men can do to recapture some of this rapport. And with listener rapport will come advertiser dollars.

Among his recommendations:

- **Make the station useful.** "Make a station so useful it is indispensable in the community. Hit hard on local news, reports of local activities, place social, political and civic affairs issues before the audience. These aren't necessarily audience killers if they're properly handled. A station should have roots in its own community.
- **Sell people, not numbers.** "A salesman has to use numbers, but sharp agency and client people

Continued on page 53

Pianist

WHY PET MILK $$ GO TO PROGRAMS

Half-hour transcribed 'Grand Ole Opry' gives both program and commercial identity to three Pet Milk Co. product lines

THE Pet Milk Co. is pacing a trend among national advertisers in its evolution from a generalist to a specialist in its advertising patterns.

The key to this concentrated specialization: pinpointing specific audiences with specific media vehicles. In the case of radio, this means a two-fold effort:

1. Using 200 stations in the Keystone Broadcasting System network to carry a weekly half-hour program, *Pet Milk's Grand Ole Opry*, specially tailored by client and agency to meet the advertiser's marketing needs.

2. Buying intensive spot announcement schedules in 70 makets in flight patterns to promote a thematic sales concept, such as "Cash for Christmas."

The bigger effort is the program buy, amounting to more than 5,200 hours of program sponsorship annually in an era when most national advertisers have chosen to slot announcement schedules and forego the multiple advantages of shows.

What are these advantages? Earl Hotze, account executive for the Pet Milk products at Gardner Advertising, St. Louis, provides some of the thinking which went into the decision four years ago to buy time slots into which Pet would schedule its own program.

Says Hotze: "We selected a program vehicle because it provides the right environment for our commercials." But another factor which has significance in the over-all marketing-advertising milieu is the extensive merchandising available with a program.

The program developed four years ago is a half-hour version of the famous *Grand Ole Opry* aired by WSM Nashville each Saturday night for the past 26 years. The Pet Milk variation is a transcribed half-hour taped in Nashville and sent weekly to the 200 stations in the line-up as a 52-week feature. The show stars top name performers on the original *Opry* and is triggered to the attention of fans of country and western music, the *Opry* specialty. Although stations in all parts of the country carry the program, concentration is in southern and western markets.

These performers, as known radio personalities, offer an endorsement

Fourth annual finals in Pet Milk's radio competition for country and western music talent took place at WSM Nashville. Show is aired 52 weeks on 200 stations.

Winner this year is Johnny Rose (r) entrant from KBIM Roswell, N. Mex., shown with Robert Piggott, Pet ad manager. Seven semi-finalists, each representing a station carrying Pet program, won from more than 7,000 entries.

or star testimonial for the Pet products which are advertised. These encompass four lines: Sego evaporated milk, distributed in a limited western area, Pet Ritz pie, Pet non-fat dry milk and Pet evaporated milk.

A major corollary effort to the program sponsorship is an annual talent contest which seeks out amateurs who excel in this brand of musical performance. Last month, the fourth annual contest was conducted for seven semi-finalists in Nashville.

The winner, Singer-Guitarist Johnny Rose, won the local competition aired by KBIM Roswell, N. Mex., one of the Keystone stations participating in the radio contest. Rose won a recording contract with Columbia Records as well as a contract for six personal appearances on the Pet Milk radio show.

He follows a succession of performers who have won the contest and gone on to become stars or starlets in the country and western music field.

Robert Piggott, advertising manager of Pet Milk, in commenting on the success of the radio program schedule, says "There is a tremendous drawing power and merchandising value in country music." Ample evidence to this audience loyalty is seen in the fact that more than 7,000 contestants entered the contest. And, commented Ray Morris, product advertising manager of Pet, "The quality of the entrants this year was better than ever before . . . and the quantity surpassed last year by almost 2,000."

Account Executive Hotze sees "a loyal and respectful following, with the same kind of reaction brushing off on our commercials. Our program is steeped in this, and a run-of-the-mill spot announcement schedule could never bring us these advantages."

This is the kind of specialization which the company aims for in all its media buys, after varied experiences —and less successful ones—with a more generalized approach.

So says Albert G. Hodor, general products manager for the client company. A former Pillsbury executive, he's been with Pet five years and helps translate the company's marketing needs into successful media patterns. His thinking: "The con-

Contest is conducted on the Keystone Broadcasting System stations and is incorporated into program vehicle developed by WSM Nashville, Pet Milk and Gardner Adv. L to r, Bob Cooper, gen. mgr., WSM Nashville; Sidney J. Wolf, KBS pres., and Earl Holtze, Gardner account executive.

sumer is becoming much more selective, and this is most evident in tv statistics we see. This is one reason why we've dropped network tv schedules.

"Audiences were too generalized; we weren't hitting our specific target and much of the expensive coverage we had was wasted. Advertising emphasis, after all, is related directly to sales and to sales potential. In some instances we found tv advertising in a certain market was costing twice as much as the actual cost of the product!"

Last February, the company diverted its network tv funds into spot, using both radio and tv in major-market areas in flights with commercials written around a specific, ear- and eye-catching theme. It's been experimenting and testing, standard practice for Pet planners.

Says Al Hodor: "We never think in fixed, rigid patterns. We don't lock ourselves into long-term commitments. We look for new and better ways to do things always, even though what we've done may be eminently successful.

"But one factor we always look for: concentrating our sales messages on the people we want to sell. In some cases, these people are in areas where we are ahead of the competition and want to stay that way. Sometimes they live in markets where we have a problem, and want to raise our share of the product market."

In general terms, sales of the Pet products have risen slowly but steadily in the markets where the radio program is aired. This reflects, he thinks, the consistent use, week in and week out during the year, of a program vehicle which features stars already known to most radio households in a climate which can best carry the commercial messages.

The commercials are live, handled by top *Grand Ole Opry* pros headed by announcer T. Tommy Cutrer and by such "name" performers as Roy Acuff and Faron Young. They're low key and persuasive, written in a friendly and informal style but with a sales punch.

About half of the commercial emphasis is given to evaporated milk, Hotze explains, with the remainder of the announcements about evenly divided between the non-fat dry milk and the Ritz frozen pies. The copy tactic is to hit hard in a limited number of commercials and not to inundate the listener with too much frequency.

The half-hour slot gives the company time in which to "isolate" its commercials so there's extra audience attention. To maximize this identification, the agency and client worked out a pattern of an average of three commercials per program "although we could easily get in five or six mentions," says Hotze. In the competition for radio audiences and their attentiveness and subsequent response, Pet trys to line up as many odds as possible in its favor.

This tactic, as Hotze explains it: "To bolster pressure; to give fewer impressions but to have them believable. This works hand-in-hand with our concept of merchandising a vehicle, much easier with programing than with announcements. There are media tools available, of course, to merchandise a straight spot schedule — shelf talkers, window cards, and the like. But when we promote names, who in turn have promoted our name and products, it becomes much easier to design store displays and contests and to get the retailer behind them."

The amateur contest for country and western talent is keyed specifically to the local grocer, for contestants must get entry blanks in a food store. These stores are contacted on a continuing basis by more than 300 field men.

A similar air effort last year was focused on the Negro market. Then, too, the client and agency developed a tailor-made Negro-appeal show called *Sunday Morning,* aired on a selected list of Keystone stations as a weekly feature. This effort was suspended when Pet marketing men —hewing to their concept of specialization rather than generalization— decided that the show reached the Negro market but was most popular with older Negroes who were not their prime prospects.

Al Hodor says, "We're still very much interested in the Negro market, and will be working hard to attract it with our advertising. But our prospects weren't pinpointed and this is what we must have." But the philosophy of buying a special show for this special audience was sound, he said.

Pet, currently approaching the $200 million mark in gross annual sales, is embarked on a diversification and expansion program which will influence future marketing and

advertising patterns. It's been buying small companies, adding to its new product line, plowing more money into product development.

A coordinated effort of production with distribution and sales is preliminary to its specific blueprinting of marketing and advertising. Despite its changing patterns, the *Grand Ole Opry* radio vehicle is expected to remain a staple in its media diet.

Says Hotze: "We have fine cooperation from the stations, in promoting the contest as well as in helping us with the local food retailers. Most of the markets are small, and this means the general manager of the radio station knows the manager of the local A&P on a personal basis. Together they get excited about the contest and launch a successful promotion."

The seven radio stations from which the semi-finalists were selected were KBIM Roswell, N. Mex., with the winner; KTFS Texarkana, Tex.; KBLL Helena, Mont.; WEBZ Birmingham, Ala.; WCTT Corbin, Ky.; WBRG Lynchburg, Va.; WVOP Vidalia, Ga.

Finalists as well as executives from the radio station each represented were guests at the Nashville finals on a four-day all-expense paid trip at which Pet Milk executives were hosts. Key men attending, in addition to those mentioned previously, were Bob Jenkins, vice president for fresh milk products; Jim Dodge, v.p. and marketing director, and Robert Vanasse, broadcast supervisor.

Other Gardner Advertising agency people were also there: Ken Runyon, account supervisor; Bill Fisher, v.p. in charge of broadcast programing; Walt Stradal, account executive; Jim Faszholz, broadcast supervisor, and Ralph Hartnagel, merchandising director. ■

Merchandising is an integral part in Pet's radio program sponsorshipe. Ralph Hartnagel (r), Gardner's mdsg. mgr. checks straw hats for finals with Cliff Thomas, prod.-writer.

Client eats a Pet product as Jim Dodge (l), v.p., mktg. dir., for Pet, chats with Ken Runyon (r), Gardner agency account supervisor, over Pet Ritz cherry pie.

Rehearsal for the finals featured contestants from seven radio stations. L to r, Marvin Hughes, WSM mus. dir.; Cliff Thomas, prod.-writer, and Ray Pillow, finalist representing WBRG Lynchburg, Va.

HOW STATIONS SHOW LEADERSHIP

Remarks made by FCC Chairman Newton N. Minow at the NAB convention in Washington last May:

"You (station management) are free to communicate ideas as well as relaxation, as Gov. Collins said to you yesterday when he encouraged you to editorialize.

"As you know, the FCC has encouraged editorializing for years. We want you to do this. We want you to editorialize. Take positions. We only ask that you do it in a fair, responsible manner.

"Those stations that have editorialized have demonstrated to you that the FCC will always encourage a fair and responsible clash of opinions."

THE two most vocal and influential voices in radio —FCC Chairman Newton N. Minow and NAB President LeRoy Collins—continue to urge radio stations to take editorial positions on the air. A gaining number of the stations are doing just this.

U. S. RADIO in this summary presents in their complete on-the-air form a series of what its editors consider to be outstanding editorials. They cover a wide range of issues for which the stations are fighting, a variety of subjects in which station management has taken a vital interest.

In all instances the editorials seem to reflect an awareness of a general community responsibility as well as a specific outline of action which radio management wants to see taken. The selection, difficult to make because of the general excellence of most of the broad-

IN TAKING SIDES

Remarks made by Gov. LeRoy Collins, president of the National Assn. of Broadcasters at the annual convention in May.

"To earn greater respect, to develop adequately your full potential, more broadcasters must take sides; help Americans to understand better this complex, rapidly-changing world; show them how they can become more significant parts of its movement.

"This requires developing greater skill and a high sense of objectivity and public dedication. Your voice must be great as well as strong, so that beyond soothing people it will challenge them; beyond praising right it will damn the wrong."

cast editorials and because of the growing quantity of them, is based generally on effectiveness of presentation, the subject at issue and its scope.

The selection is also an attempt to show the variation in subject and treatment among radio stations in different sections of the country and in varying sizes of markets. In all cases, the topics seem to be reflective of a community need and to pose a possible answer to a problem in the area.

The editorials were submitted by station management in what U. S. RADIO hopes may be a continuing series showing the imaginative and responsible efforts of stations in bettering their radio audiences and alerting them to issues in which each listener has a personal stake. ■

Station: **KONO San Antonio**

Station position: **For anti-loan shark legislation**

Democrat or Republican, there's one proposition on the November general election ballot all Texans should agree upon. It's Amendment No. 4, which is designed to eliminate the loan shark evil. This is one area in which Texas lags far behind most states. Effective laws curbing the activities of loan sharks are on the legislative books in 45 states, including even the newest states, Alaska and Hawaii.

It's high time Texas became known once again as the "Lone Star State" instead of the "Loan Shark State."

Under our present inadequate laws, fantastic abuses of small borrowers occur every day. Documented cases show many borrowers have been forced to pay interest rates of 220% to 1200%.

For instance, the Texas Legislative council investigated one case in which a borrower started with three $50 loans. In four-and-a-half years, the borrower repaid $10,000 in installments and still owed $2,284.

As you can see, Texas right now is a lucrative field for unscrupulous small loan operators. It is estimated that they take in somewhere between 50 and 100 million a year, practically all of it from those who can least afford it.

However, the borrowers are not the only victims of loan sharks. The whole practice has a depressing effect on the movement of honest consumer goods. Money that goes now into exorbitantly high interest rates could be used to purchase clothing, appliances, furniture, tires and many other articles borrowers want and need.

Amendment No. 4 on the November ballot will enable the legislature to enact enforcement provisions with penalties severe enough to put the loan sharks out of business in Texas. However, the powerful loan sharks are fighting Amendment No. 4 down to the wire. Your vote is needed to defeat these vultures.

KONO urges you to vote for Amendment No. 4. Honest and conscientious loan companies are joining in the fight against the loan sharks and with your help they can win.

Station: **KYW Cleveland**

Station position: **Against secrecy in local government**

We have a special distaste for needless secrecy in government and we have been pressing for official release of the 1958 Planning Commission study on zoning administration. We believe the public has a right to examine the full facts behind city hall decisions. After all, the city is doing business for the people—for you and for me.

We believe it is against the public interest to keep under wraps an official report which can shed light on the current zoning controversy. Something is wrong when the careful research and recommendations of the chief city planner in charge of zoning are buried in city hall for two and a half years.

Through confidential sources, KYW has obtained a copy of the much-discussed and much-denied zoning study. Our clear-cut duty to you and our sincere interest in the welfare of the community leads us to identify the study and describe its contents. The report is titled *Zoning Administration and the Board of Zoning Appeals*. It was written by Allen Fonoroff, a chief city planner in charge of zoning, for the Cleveland City Planning Commission in July of 1958. It is a carefully researched paper which outlines the highest type of good zoning administration and points out the serious flaws in the application of Cleveland zoning laws. The report deals specifically with Cleveland case records and decisions of the Cleveland Board of Zoning Appeals.

Mr. Fonoroff sets down the standards by which the Board of Zoning Appeals should operate. To illustrate his points, he has detailed 27 cases wherein the board has granted variances without sufficient legal grounds. In summing up one section he suggests that a fresh approach is needed in order to restore confidence in the administration and enforcement of our zoning laws.

Mr. Fonoroff's report concludes with positive proposals for changes in the city charter, the zoning codes and the over-all reforms required to up-date the Cleveland zoning administration. His suggestions would achieve for Cleveland a working system very similar to the highly-praised Los Angeles and Denver zoning regulations.

This kind of report from the city's top zoning expert should not be buried in a confidential file. We believe the special skills and the convincing logic of Mr. Fonoroff's study should be considered in the resolution of Cleveland's planning and zoning problems.

We think Mayor Celebrezze should lead Cleveland ahead in this giant step. We believe he should release this 31-page zoning study for public evaluation.

Station: **WJTN Jamestown, N.Y.**

Station position: **Fast strike settlement**

As the Art Metal strike approaches its second month, we are becoming increasingly concerned with the threat it holds to the community.

SEND US YOUR EDITORIALS

If your station has *one* editorial of which you are especially proud . . . one which strives for or accomplishes the type of editorial objective held by your management . . . one which has aroused and interested the public because of your "taking sides," U.S. RADIO would like a transcript of your on-the-air copy. Please send it, along with a statement from someone in a management position on why that particular one was chosen. Address it to U. S. RADIO, 40 E. 49 St., New York 17, N. Y.

We feel labor disputes are matters to be settled by management and labor . . . not by news media. The fact remains—Art Metal is such a large part of Jamestown, the loss or severe reduction of the company's working force here would deal Jamestown such a staggering blow, that all of us must be vitally interested in a settlement before a settlement comes too late.

The appeal by the company to the IAM for a full day's work does not seem unreasonable, unfair or inconsistent with honorable union practices. There was a time when a few companies, including Art Metal, spread-eagled the office furniture field. Art Metal could afford to absorb losses from questionable labor practices and still make money. Business was good. It was so good the inevitable happened. More and more companies got into the field. Some of them turn out good products at lower cost than Art Metal. How? Not by paying poor wages, but by getting full productivity for good wages.

The company takes the position that it's got to call a halt. That it's got to end the premium wage plan to stay alive in a highly competitive field. That compromise in this case means more loss in Jamestown than it can absorb in its other plants.

The company could be bluffing. Frankly, it is our belief that the company is *not* bluffing. The company's transfer of its executive offices, its acqusition of other interests, are not just moves in the game!

Art Metal's primary obligation is to turn out a good product to compete in world markets. Its primary obligation is to make enough money to provide its workers a decent standard of living and have something left over for the stockholder. It is not obliged to provide work for fifteen hundred Jamestown workers unless the other provisions are filled first.

The company's sentimental and traditional ties with Jamestown have largely been severed. We believe the company wants to stay in Jamestown. But we further believe the company is being run on a sound business basis and that if good business calls for a move, then Art Metal will make that move.

We believe that Art Metal is fighting to scrap the premium wage plan for its workers' benefit as well as its own. The employee who does not do a day's work for a day's pay loses business for his employer and for himself. Any business must stay profitable and competitive or lock its doors.

The company says its workers are giving it 55% of a fair day's work under the present plan. We do not know if the company's figure is correct. We do know the time needed by the average Art Metal employee to fill his daily quota is only a fraction of the time he spends on the job. If the union doesn't admit it publicly, plenty of conscientious workers are willing to admit it privately.

The International Association of Machinists has a national reputation for honesty and fair dealing. Its president, Al Hayes, is everywhere considered an outstanding labor leader. On the local scene, we know and respect many IAM leaders.

A spokesman for the company has said the union negotiating committee is as fine a group as he has ever seen across the bargaining table. We don't believe the union or most of its members want a strike. Then what's holding up a settlement?

We suspect with the union it's a matter of principle. We respect principle but believe it can be wrongly applied. We believe some union leaders feel scrapping of the premium wage plan would be a step backwards. But is a fair day's work for a fair day's pay a step backwards?

To you, the workers at Art Metal, we ask these questions: Have you let your leaders know how you feel about the strike? They represent you and they will act in your best interest. If you haven't spoken up, you can't blame your leaders for representing those who have spoken up.

Are you guilty of "What's the use?" thinking? Are you against the strike, against the premium wage plan principle, against half a day's work for a full day's pay, yet are afraid to speak up because you don't speak as forcibly as others? Write letters! Let men like Claude Townsend know what you are thinking.

Has labor asked management: "Are you willing to give Art Metal employees a contract with the same type of increases given other IAM Lodges in Jamestown? Are you willing to improve plant facilities so that employees are assured of the best equipment? Are you willing to sign a long-term agreement with logical reopening clauses so the employee can plan on a good job and not be fearful that Art Metal will move? Are you willing to state publicly if you get a workable contract you will stay and improve your plants so that Art Metal will be as vital a force in Jamestown's future as it has in its past?" If the answer to these questions is "Yes," then there's nothing to hold back a healthy, progressive Art Metal organizataion for the benefit of workers, management, and the community alike.

FOLLOW-UP IN AUGUST

Because of the importance of this broad-scope editorializing concept, U. S. RADIO in its August issue will delineate major trends and patterns emerging in this crucial area of broadcasting in the public interest. Watch for this special feature on radio station editorializing next month.

Station: **KMOX St. Louis**
Station position: **By combat recession thinking**

An old and frightening ghost seems to be coming back to haunt us these days. This specter calls up visions of bread-lines, shuttered factories and Friday nights without a paycheck. It recalls meatless Sunday dinners, frayed shirt-cuffs and, most of all, a general atmosphere of gloom and pessimism.

This is the ghost of the thirties. And it has been called up by a series of reports from all parts of the country. These reports include the Labor department

How can a department store draw crowds without cutting prices?

Hudson's did it by bringing local radio right into the store

Shoppers swarm to the microphones to shake the hands of favorite air personalities at J. L. Hudson's Detroit "Radio Week".

RADIO GOES TO MARKET

DEPARTMENT stores, historically reluctant to rely on radio and traditionally conservative in using newspapers as the bulwark of their local advertising, are rapidly developing a more liberal frame of mind.

A case in point was a recent joint radio and department store promotion in Detroit. So successful was the J. L. Hudson Co.'s recent campaign with six radio stations, that the store, hitherto a scarce radio advertiser, is busily working on a similar promotion for next year.

Hudson, for 80 years one of Detroit's most popular stores, has always liked to promote the image that "Hudson's is an exciting place to buy." To prove it, the store last spring asked Detroit's radio stations to get in on the act.

Six radio stations were invited to participate by broadcasting directly from Hudson's 13th floor music cen-

ter. "We asked them if they would bring their radio personalities to Hudson's and broadcast throughout the day during our regular shopping hours."

Detroit stations, at that time in the throes of planning National Radio Month promotions, couldn't have been more willing. Coordinating plans through Harry Lipson, vice president, WJBK Detroit, and chairman of Michigan's National Radio Month observance, the six stations put together a solid week of Hudson remotes that built some of the biggest traffic the store has ever seen.

Hudson management watched the promotion carefully. Commented Roy K. Erickson, the store's special events manager: "We felt this week-long salute to radio was one of the most exciting customer events ever presented here."

Another Hudson spokesman, in announcing plans for Hudson's Radio Week, remarked: "Observance of National Radio Month seems to us an appropriate time to recognize the remarkable resurgence of radio as a medium. Sales of radio receivers at Hudson's has doubled in the past three years and represented annual sales in 1960 of over $1 million."

The objectives sought in staging the event were three-fold: (1) to build substantial traffic in the music department; (2) to impress on visitors the tremendous assortment and depth of the radio inventory, and (3) to contribute to the store's image of an exciting place to shop and buy.

According to Erickson, "These objectives were definitely achieved. However, we did not plan this event with the expectation of immediate gains. We felt this event would have long-range benefits and that the effects of the radio promotion would be felt for many weeks to come.

"We are already thinking about National Radio Months plans for 1962. Although our promotion was unusually successful, we hope to use a variation next year. We think that the more original we are in our thinking, the more interested our shoppers will be in participating.

"Our response to the radio promotion was gratifying," he points out. "We not only achieved our immediate goal of building traffic and increasing sales, but customers took the trouble to write or telephone telling us how much they enjoyed seeing their favorite radio personalities."

The importance of the announcer personality in radio's influence was dramatically scored in the Hudson promotion. The store's executives worked on the premise that many radio listeners have never seen their favorite air personalities. To capitalize on listener curiosity, Hudson's decided that offering the listener a chance to meet the disc jockey would be the best way to get a buyer into the store.

Six Detroit stations, including one fm outlet, sent their announcing and engineering crews. No newcomers to remote broadcasts, each station was thoroughly familiar with the job to be done. From Monday, May 22, through Saturday, May 27, one station broadcast each day from the store during its regular shopping hours.

The stations participating were WXYZ, WWJ, WJBK and WLDM-FM Detroit, as well as CKLW Windsort, Ont. Because of Canadian licensing, CKLW is not permitted to originate live programing from a store location. So the CKLW programs were taped in the store on a previous day, and broadcast on the station during the promotion.

Hudson supported the promotion by scheduling 20 to 25 announcements per day on each station the day before it would appear in the store. The spots did not advertise particular merchandise, Erickson reports, but emphasized National Radio Month and the opportunity to see radio personalities on the job.

Each station followed its regular program format. One station, which regularly programs a show called "Phone-Opinion," in which listeners dial the station with comments on public issues, solicited opinions from store shoppers during the promotion.

"We decided to include WLDM-FM in this promotion," says Erickson, "because we have been favorably impressed with the growth of fm. Fm is here to stay and growing stronger all the time."

Hudson is now carefully reviewing its advertising strategy with thoughts of strengthening its radio use. Once a regular radio advertiser, four years ago the store dropped sponsorship of the *Minute Parade,* an early morn-

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Roy K. Erickson, special events manager at Hudson's, calls radio promotion "the most exciting."

J. L. Hudson Jr., store president since April, has exciting plans for the company's expansion.

Miss Teenage America will ring radio's cash register

Miss Teenage America

ONE of the most ambitious radio promotions ever attempted on a national basis will be showcased for the public next month.

Backed by money and ideas, the promotion hopes to capitalize on one of the country's most affluent markets: the teenagers. With their purchasing power expected to grow from $11 billion to an estimated $18 billion by 1970, the teenagers represent a dollar-mine of vast resources. (See U. S. RADIO, June 1961, p. 35.)

Masterminding the promotion is Teen American Associates, Inc. of Dallas, a non-profit organization created to provide financial aid to college students. If the scheme—painstakingly prepared down to the last spot announcement—proves successful, stations throughout the country can expect to garner more advertising and increase their audiences.

The path toward the hoped-for riches centers around a hunt for "Miss Teenage America." Although the promotion is being directed nationally, the object is to penetrate deep into local markets. The design calls for local merchants, who cater to teenagers, to join hands with franchised stations in sponsoring contests to pick a "Miss Teenage Hometown." The merchants, according to the plans, will purchase plugs publicizing the teen contest along with their products. In October, local winners will journey to Dallas for the national finals.

So far, response has been excellent, the contest promoters report.

In Cincinnati, for example, Shillito is bringing all of its branch stores into sponsorship of the contest with WCPO.

The number of stations in the "Miss Teenage America" network has increased from 35 to 60 within the last month, according to contest officials. In addition, they are sending information to 100 other stations who have asked to sponsor local queens. By the end of August, the contest promoters predict, there will be a radio station within hearing of every teenager in the country.

Stations interested in franchises in uncommitted areas can obtain information from Futursonic Productions, Inc., 3103 Routh St., Dallas. Futursonic is national sales representatives for TAA. ■

TEENS: A booming market

Miss Teenage America contest officials have projected 1960 figures through 1970 for a growth figure spanning the next decade. In 1970, the teen will directly control $18 billion annual spending, influence another $89.1 billion worth of consumer expenditures.

	Total market	TEEN-AGE MARKET
Population increase	up 18.3%	up 66.6%
Consumer purchasing	up 35.3%	up 80.0%

U.S. RADIO

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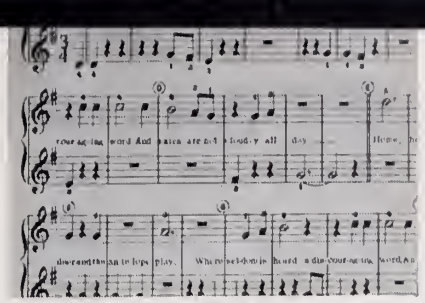


COMMERCIAL CLINIC

DOES IT PAY TO BE FUNNY?

The schism that has existed in the advertising copy world for the past decade—between the humorists on one hand and the solemnists on the other—is growing wider with each passing commercial award.

Although in quantity the serious, hard-sell commercial and its creative proponents still have a near-monopoly share of broadcast time, the gag commercial produced by the young talented Hollywood school of entertainment-sell is making itself heard and holding its own.

In doing so, the humorous commercial has moved into award columns with no show of modesty. Two examples: the Contadina Tomato Paste commercial ("Who puts eight great tomatoes in that little bitty can?") selected by *Advertising Age* in 1956 as one of the two top jingle commercials; and the Chun King chow mein "hot dog" commercial, second this year on the Radio Advertising Bureau's list of the top ten in 1960.

Nobody in advertising will argue the fact that the humorous commercial is an entertaining one or a work of talent; but there is bitter controversy raging over whether these same commercials fulfill their first function: to sell.

The argument of the "funny" admen has perhaps found its most articulate voice in a man who did much to start the concept of humorous advertising: Stan Freberg. Freberg insists that humor and satire win happy customers. Writing in *The Journal of Commercial Art,* Freberg once criticized: ". . . the (advertising) industry has allowed tasteless advertising to exist on the air. Let's take some of those splendidly revolting commercials like Carter's Little (Liver) Pills, or Dristan Sinus Decongestants, for example. How ridiculous, how tasteless, how downright insulting, are commercials which blatantly insist that these products are something short of the greatest thing since Penicillin. And in so insisting, imply that Science, Industry and Ted Bates are working together for one common end . . . Carter's Little (Liver) Pills."

Freberg's opponents in the creative hassle are equally articulate and equally convinced of their superiority—as salesmen. As one of the most well-known, Rosser Reeves, board chairman of Ted Bates & Co., New York, writes in his book, *Reality in Advertising*: "A campaign is not for the individual expression of his (the advertising man's) ego. It is, actually, a tool, and it has a functional purpose, which is the most complete communication with the public, the maximum projection of the message. Commercials that are often dazzling in their art are miserable as salesmen." Reeves continues by observing that sometimes the lack of salesmanship "may simply be a famous comedian, doing an integrated commercial, but attracting more attention to himself than to his message."

Says Freberg: "My way creates a lasting, warm, product image."

He admits that although their approaches are absolute opposites, both work at the sales level. And he can cite examples of Freberg-created campaigns that have moved merchandise. However, he agrees, "Humor for humor's sake is not enough. It has to accomplish something. All humor is a weapon, sometimes a rather cruel weapon. That same weapon can be shaped to a purpose. That is what I try to do in selling a product. I may amuse the listener, but I never forget that my goal is to sell the product."

Here is an excerpt of a commercial done by Stan Freborg for the Chun King Corp.:

GUY: Do you remember me? I was in here last week . . . had a bad wheel on my grocery cart.
MAN: Uh . . . yes.
GUY: Would you mind explaining to me again about that Chun King Chow Mein thing?
MAN: You mean the Divider/Pak?
GUY: Yah . . . how does that work again?
MAN: Well, the sauce is in a separate can from the vegetables.
GUY: Oh, yah . . . side by side.
MAN: No, no, no . . . one on top of the other.
GUY: Well, what keeps the top can from falling off?
MAN: They're taped together.
GUY: (clears throat) Maybe you better have those Chinese folk singers explain it to me again.
MAN: All right. Now here's "The Soy Brothers" for Chun King Chow Mein.
GUY: I thought you were going to call them the Chun-Kingston Trio?
MAN: We couldn't get it cleared.

The arguments between the two schools of copy may never be fully resolved. Both have proved the contention that they can sell. It may simply be a question of how long the principles will work. But today, both Stan Freberg and Rosser Reeves are very much in business. ■

Freberg, in rickshaw, is taxied by Jeno Paulucci, Chun King pres., who lost bet.

RADIO FOCUS / IDEAS

SPRING HOUSECLEANING *contest winner in Tampa, Fla., found WFLA staff on hand, with distaff side getting biggest workout. She's Jean Morris, accompanied by (l to r) DJs Bob Jones, Dan Johnson and Bob Bradley.*

MERITS OF LIFE *in Cincinnati area are noted in WCPO's new vocal, "Our Song." Cincinnati Mayor Walton Bachrach (l) and Norwood, Ohio, Mayor Joseph Shea (c) receive disk from H. Patrick Crafton, station manager.*

EARLY-BIRD *in stereo fm programing was Zenith's Chicago station, WEFM, which took to the air June 1. Transmission demonstration was checked by (l to r) Sam Kaplan, exec. v.p.; Carl Eilers, engineer, and J. E. Brown, engineering v.p.*

NINETY-MINUTE *sound and videotape presentation introduced KSD St. Louis to sales representatives at Katz, N.Y., which starts to rep the station this month. Arthur Casey (l) KSD mgr., also previews story for W. H. Dulaney, commercial manager of WAVE Louisville, who is seated next to him.*

WORLD'S LARGEST *radio station is WAUG Augusta, Ga., which is sole occupant of one-time 400-room hotel. Reason: lease continues and insurance company insists lights and power remain on. Outdoor sign for station attracts passersby.*

RADIO FOCUS/ideas

Programing

A new surge in local public service was evidenced recently, according to reports from several stations. Three stations began programs of medical tips to listeners. **WSAZ** Huntington, W. Va., introduced *Health Capsule*, a feature of short messages by physicians broadcast five time daily. Designed by the station to acquaint listeners with common health problems, the program is written and prepared by doctors in cooperation with the Cabell County Medical Society. Subjects cover immunization, polio, medical care for the aged, heart disease, diets and other health topics. . . . Following the same trend is **WCAU** Philadelphia, which this month inaugurated *Doctor's House Call*, a five-minute program scheduled Monday through Friday from 8:25 to 8:30 p.m. The feature is narrated by a physician and will feature information on preventative and corrective medicine. . . . Dental problems are highlighted once a week by **WEEI** Boston on its new *Dental Column of the Air* as part of the station's over-all talk and information program *Listen!* The first four programs dealt with dental care for children. **WEEI** also airs *Rx With Care* in cooperation with the Massachusetts Medical Society.

Traffic safety received its share of summer-driving emphasis this month, with such groups as the Herald Tribune radio network, **ABC** owned-and-operated stations, members of the Georgia Assn. of Broadcasters and **WTTM** Trenton, N. J., reporting heavy safety campaigns during holiday weekends.

On the employment front, two stations reported starting programs this summer to help students locate temporary jobs before picking up the books this fall. . . . **KDES** Palm Springs, Calif., broadcasts daily the *Student Summer Placement Bureau*. . . . **WBZ** Boston's morning man, Bruce Bradley, runs announcements for teenage jobs on his daily *Summer Job Clinic*. Bradley collected information from job-seeking teenagers and teenage seeking employers, airing facts for exchange.

Radio drama staged a come-back this month both locally and nationally. **WPEN** Philadelphia started an hour-long dramatic series, seven nights a week, featuring *My True Story*. The station reports the program was sold immediately to Morrell Park Homes, Philadelphia housing development. . . . After a six-month hiatus, the radio drama *Suspense* returned last month to stations of the **CBS** Radio Network in the 25-minute Sunday evening slot formerly held by *Gunsmoke*. The program's return marks the beginning of its twentieth broadcast year.

Speaking of old radio programs, **WOW** Omaha recently honored its two thousandth consecutive broadcast of *Chapel Service*, a Sunday morning religious program heard since April 8, 1923. The station believes the program to be the "world's oldest continuous radio program." The Rev. Dr. R. R. Brown, founder of the program, has not missed one broadcast.

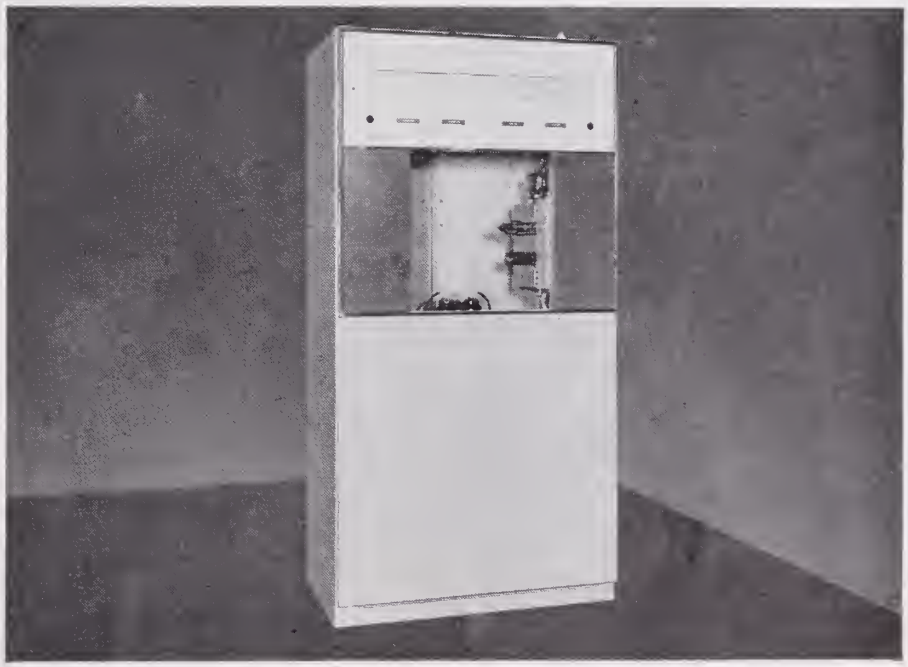
Highlighting the conflict of the communistic and democratic ideologies, station **KBTO** El Dorado, Kans., broadcast recently a special two-hour program, *Men in Space*. Dick Burch, station manager, reports that he obtained a 15-minute documentary from Radio Moscow and coupled the tape with a 60-minute Voice of America program. Both programs featured interviews with astronauts, scientists and others connected with the projects and recordings of the transmissions from space made by Commander Shepard of the United States and Soviet Major Yuri Gagarin. Kansas State University requested a duplicate of the station's documentary materials for a similar program on **KSAC**, the university's educational station. The program dramatically highlighted, says the station, the differences in Soviet and U. S. news coverage. . . . A new five-minute radio program, *Know Your Enemy*, now on fifty stations, is available from **Hurst B. Amyx** Productions, Tucson, Ariz. The program is designed to acquaint Americans with Communist doctrines, so that "they can study and recognize the subversive elements and know what to do about them," according to Amyx.

Weed Radio Corp. is offering a brochure profiling four successful radio programing formats, entitled

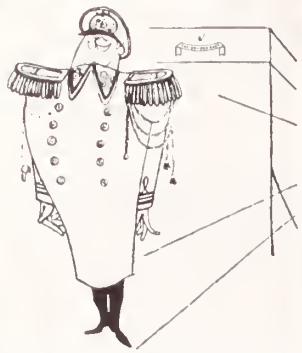
This new Collins designed and manufactured AM transmitter features unparalleled accessibility: the RF and audio chassis swing out and the power supply tilts up to expose all components. Its bold, clean-cut appearance is in keeping with its advanced interior. It's the new Collins 1,000/500/250 watt 20V-3 AM Transmitter.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • NEWPORT BEACH, CALIF.



features: stable crystals to eliminate crystal ovens • conservatively-rated components • thermal time-delay circuitry • automatic voltage sequencing • air forced directly on tubes • For information, contact your Collins sales engineer, or write direct.



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NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single $15 to $22 Suites to $60
Special rates by the month or lease

Robert Sarason, General Manager
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DINING

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MALMAISON

is a delightful experience

MALMAISON
RESTAURANT

10 East 52nd St., New York

LUNCHEON ... COCKTAILS ... DINNER

At the piano: Jules Kuti, 5 to 11 P.M.

PLaza 1-0845 • Closed Sundays

RADIO FOCUS/ideas

"Which Hat Should You Wear?" The four formats: the "Modern Station," the "Good Music Station," the "Classical Station" and the "Personality Station." . . . **The Katz Agency** Inc. is offering a new programing service to its represented radio stations under the title "Sound Ideas." Purpose is to exchange and distribute new approaches to programing and promotion among stations. . . . **WAOK** Atlanta announces the formation of AOK Management Services Inc. to act as consultant for Negro-programed radio stations and other enterprises.

Promotion

Music to mail letters by was provided by **WQXI** Atlanta when the station posted packages containing transistor radios in mail boxes at the busiest street corners, shopping centers and office buildings. The radios were turned up full volume and tuned to the station's frequency. Post office collection times were checked to assure that the radios remained in the boxes for maximum time. . . . A popular craze of the 1920s — dance marathons — was revived by **KIMA** Yakima, Wash., with a new twist. Instead of dancing, the contestants went bowling. Nine bowlers started the endurance test. Some 84 hours and 45 minutes later, one man remained. He rolled 322 straight games and maintained a 160 average. The winning prize: a color tv set. . . . Residents of Oregon have more time on their hands than most people. Poking fun at the varieties of time that are observed in the state, including Pacific, daylight, sundial and slow time, **KISN** Portland simplified matters one week by supplying listeners, at the rate of six per hour, with a standard time check: the time of day in Hong Kong. Chinese gongs provided background music.

Everything's coming up roses for **WELM** Elmira, N. Y., since it planted a large rose garden on the ground of its new studios. Open to the public, the garden is the only one of its kind in the area. It features over 50 varieties of roses with the rows of beds arranged by color.

Broadcasters' Promotion Assn. has announced the following judges for its first annual BPA promotion awards for on-the-air excellence: Eugene Accas, v.p., station and network relations, Grey Advertising Inc.; Arthur Bellaire, v.p. and associate copy director for broadcasting, BBDO Inc.; Harold Graham Jr., v.p., program planning, M-E Productions, division of McCann-Erickson Inc., all New York. Winners will be announced at the BPA convention, November 5-8, Waldorf-Astoria, New York.

Business

Mack Trucks Inc., Plainfield, N. J., is broadcasting a nationwide radio program this summer to tell of the trucking industry's contributions to the economy, with special emphasis on the industry's substantial tax support of the nation's highway building program. The program is heard on *Monitor,* using approximately 200 stations, every weekend from July 1 through August 27. The series began in 1956. . . . Ford Dealers of Southern California have renewed for 13 weeks the **KNX** Los Angeles program *Today in Los Angeles,* marking the eighth consecutive year of Ford sponsorship. . . . Among new sponsors at **ABC** Radio: The Seven-Up Co. (J. Walter Thompson Inc.), Candy Gram Inc. (Dunnan & Jeffrey Inc.), Bankers Life & Casualty (Phillips & Cherbo Inc.), Pepsi-Cola Co. (BBDO), P. Lorillard Co. (Lennen & Newell), Curtis Circulation Co. (BBDO), Lanolin Plus Inc. (Dunnan & Jeffrey) and Tidy House Products Co. (McCann-Marschalk). . . . Chef Milani, radio food commentator, began recently a six-month promotion for Bonnie Dog Food Co., Sacramento, over **KBIG** Catalina, Calif. Spots and in-store merchandising feature Dog-E-Stu.

Recent representative appointments: **WMGM** New York to Daren F. McGavren Co. Inc. . . . **WEOK** Poughkeepsie, N. Y., to Adam Young Inc. . . . **KDEO** San Diego. **KFXM** San Bernardino, **KAFY** Bakersfield, Calif., to Robert E. Eastman Co. . . . **WCAW** Charleston, W. Va., to Ohio Stations Representatives, Cleveland, for Ohio market representation. . . . **KULA** Honolulu to **Spot Time Sales Inc.** . . . Spot Time Sales' Chicago offices moves to 400 N. Michigan Ave., Chicago 11. ■

RADIO FOCUS/PEOPLE

IOWA BROADCASTERS *Assn. members toured the Collins Radio Co. during their annual meeting. L to r, H. V. Bob Hite of Collins broadcast product line shows equipment to Ken Hastie, WMT Cedar Rapids, outgoing president of group; Don Mouw, KRNT Ft. Dodge; Kent Adams, KRNT; Jim Bowermaster, WMT.*

NEW PRESIDENT *of N.Y. chapter of Broadcast Pioneers is Phil Edwards (r) board chairman of Broadcast Advertisers Reports, congratulated by Gordon Gray, national chapter pres.*

2,000TH *regular show by The Rev. R. R. Brown (l) is marked with plaque from Frank P. Fogarty (r) executive v.p. of Meredith Broadcasting and WOW Omaha. Rev. Brown has appeared continuously for 38 years.*

GATHERED AT AWRT *penthouse party in New York are (l to r): Bob Hurleigh, Mutual pres.; Bill McDaniel, NBC radio exec. v.p.; Jack Cunningham, bd. chm., Cunningham & Walsh, New York, and Jonah Gitlitz, v.p., Better Broadcast Bureau, New York.*

KINGSTON TRIO *held a reunion backstage in Seattle with Bill Terry, KING dj who is credited with having discovered the singing group. Terry emceed the trio's local concert.*

the one and only radio advertising magazine devoted only to radio is U.S. RADIO

RADIO FOCUS/people

Agencies

Peter F. M. Stewart appointed account group head for E. I. duPont de Nemours & Co. automotive products advertising at BBDO Inc., New York. Stewart was formerly in account management at N. W. Ayer & Son, Philadelphia, for Cannon Mills and Corning Glass. . . . **John Rigor**, formerly with Grey Advertising Inc., joins Sullivan, Stauffer, Colwell & Bayles Inc., New York, as account supervisor. . . . **Ernie Brant** becomes account executive, Fuller & Smith & Ross Inc., Fort Worth, after serving on food accounts with a San Antonio agency. . . . **Perry Thomas** named account executive for Beltone Hearing Aids by Olian and Bronner Inc., Chicago. He was recently with R. L. Polk and Co. as account executive. . . . **Robert Powell**, formerly owner of Robert Powell Assoc., Detroit, joins Ogilvy, Benson and Mather Inc., Chicago, as account representative for Shell Oil midwestern region. . . . **Jerome O'Leary** Advertising Agency, Boston, now affiliated with the First Advertising Group. . . . Three Kenyon & Eckhardt Inc., New York, executives elevated recently are: **Hilton N. Wasserman**, formerly director of personnel services and vice president since 1960, now administrative vice president; **Fred Hauser**, who becomes director of personnel services and vice president, and **Alfred Norcott**, elected controller in addition to former duties as secretary. . . . **Edward E. Rothman**, president of Cyrogenics Corp. and formerly general advertising and sales promotion manager, Ford Motor Co., elected to the board of directors, Meldrum and Fewsmith Inc., Cleveland. . . . **Warren J. Eggly**, M&F treasurer, also elected to board of directors.

Representatives

Richard E. Farnham, formerly with NBC Radio Spot Sales, New York, joins Peters Griffin, Woodward Inc., Boston, as manager of radio division. . . . **John T. King**, formerly Boston manager of radio for PGW, appointed manager of the new Boston office of The Katz Agency Inc. . . . Robert E. Eastman & Co. appoints **William R. Furnell** to the sales staff of the San Francisco office. He was previously with KCRA-TV Sacramento in sales. . . . Eastman has also named **Jack Kabateck**, formerly with Torbert, Allen and Crane, to the sales staff of the firm's Los Angeles office. . . . **Bob Stephens**, formerly with Headley-Reed, appointed to the San Francisco radio sales staff of The Katz Agency Inc. . . . **Dick Calender**, sales manager for KEWB San Francisco, rejoins NBC Radio Spot Sales, San Francisco, as account executive. . . . **William H. Ensign**, recently an account executive for CBS Radio, New York, named by John Blair & Co., New York, to the sales staff of the Blair Group Plan. . . . **Marvin Davis**, former media buyer with Grey Advertising Inc., New York, becomes account executive for National Time Sales, New York. . . . The Chicago offices of **John Blair & Co.** have moved to the new Blair Building, Michigan Ave. and Erie St.

Stations

Norman Boggs, president and general manager of KGIL Los Angeles, elected chairman of the board of the Southern California Broadcasters Assn. . . . **William J. Gallagher Jr.** takes over position of general sales manager at WACE Springfield, Mass. . . . **Uie Altman** promoted to local sales manager at KOGO San Diego. . . . WFAA Dallas appoints **W. C. Woody Jr.** as regional sales manager and **Denson Walker** as local sales manager, a position formerly held by Woody. . . . **Al Saunders** moves from the post of operations director at WSBA York, Pa., to the position of general manager at WHLO Akron-Canton, O. . . . **Charles E. Gates** elevated from general sales manager to station manager at WGN Chicago. . . . **Raymond J. Cheney** named sales manager for WNFB Binghamton, N. Y. Prior to joining the station Cheney was co-owner and general manager of KRES St. Joseph, Mo. . . . **Dick Doty** resigns as general manager of Florida Air-Power, Inc., to become vice-president of programing, news and public relations at the Rand Broadcasting Co. . . . **Fred H. Kaufman** moves up from account executive to director of sales at KOMO Seattle. . . . Two changes have occurred at KGVO Missoula, Mont. **Dale Woods**, formerly division manager

at the Radio Advertising Bureau, becomes station's manager and **Robert Churney,** former manager, promoted to the post of national and regional sales manager. . . . **Felix Adams** becomes national sales manager at KRAK Sacramento. . . . **Howard M. Girouard,** former NBC-TV account executive, named to the newly-created post of national sales manager for the Ivy Broadcasting Co. . . . **Paul H. Martin** tapped for the position of general sales manager at KGB San Diego. . . . **Louis H. Pellis** moves up to general sales manager at WEOK Poughkeepsie, N. Y. . . . **George K. Dunlevy** named national program director for the Elliot Stations, WICE Providence and WLOW Norfolk. . . . **Kent Burkhart** appointed operations manager for WQXI Atlanta. . . . **Leon Ridings,** former station director of WBIR Knoxville, shifts to the position of general manager for WFCT Knoxville. . . . **Lew Clawson** moves up from sports director to program manager at WWVA Wheeling, W. Va. . . . **Louis Wolfson,** vice president of Wometco Enterprises, appointed director of the company's broadcasting interests.

Networks

James H. Fuller, formerly director of creative sales and member of the board of directors, Robert E. Eastman & Co., New York, has rejoined CBS Radio as an account executive. Fuller had been with Eastman since August, 1959, and had served CBS Radio on the network sales staff from 1955 to 1957. Immediately before joining Eastman, he served a year-and-a-half as sales manager, SPONSOR. . . . **Robert Holmgren,** for the past seven years budget administrator in the cost control department for ABC Radio, promoted to director of sales service and business administration. . . . The honorary degree of Doctor of Humane Letters was conferred on **Arthur Hull Hayes,** president, CBS Radio, by LeMoyne College, Syracuse, N. Y. at recent commencement exercises. . . . **Don McNeill,** host of ABC Radio *Breakfast Club,* honored as Salesman of the Year by the National Assoc. of Direct Selling Companies.

Industry-wide

Leslie R. Shope, advertising and press relations manager for The Equitable Life Assurance Society of the United States until his retirement in 1960, elected president of the Radio Free Europe Fund, New York, succeeding **John M. Patterson,** who has resigned to enter government work in Washington, D. C. . . . **L. Berkeley Davis,** vice president of General Electric Co. and general manager of the electronics components division, Owensboro, Ky., reelected president of the Electronics Industries Association, Washington, D. C. . . . **William E. Roberts,** formerly executive vice president, Bell & Howell Co., named president and chief executive officer, Ampex Corp., Redwood City, Calif. He succeeds **George I. Long, Jr.,** who continues as a director. . . . **Roy Thompson,** formerly special projects editor, Radio Pulsebeat News, New York, appointed chief of RPN's Washington news bureau. . . . **A. S. Timms,** formerly with the broadcast division, Industrial Transmitters & Antennas Inc., Lansdowne, Pa. Timms will represent the company in the northeast. . . . Appointed to head the broadcast media committee of the American Association of Advertising Agencies by the board of directors: **William S. Matthews,** Young & Rubicam Inc., New York, chairman, and **Ruth Jones,** J. Walter Thompson Inc., New York, vice chairman. . . . **Governor LeRoy Collins,** president of the National Association of Broadcasters, appointed chairman of the National Public Advisory Committee on Area Redevelopment by the United States Department of Commerce. . . . Collins Radio Company, Cedar Rapids, Ia., announces the resignation of **R. S. Gates,** executive director, and the following appointments: **E. A. Williams,** vice president, to assume central management responsibility for corporate controller and treasurer functions in addition to his present activities under operations control; **J. B. Tuthill,** vice president, to assume broadened responsibilities in financing and banking relations and financial analysis; **R. J. Flynn** and **R. C. Mullaley** joined the firm as assistant vice presidents. ■

". . . a total commitment designed to enslave a total world"

JEFFERSON STANDARD BROADCASTING COMPANY

CHARLES H. CRUTCHFIELD
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

ONE JULIAN PRICE PLACE
CHARLOTTE 6, NORTH CAROLINA

March 10, 1961

Mr. Norman R. Glenn
Editor & Publisher
SPONSOR
40 East 49th Street
New York 17, New York

Dear Norman:

Enclosed is an exact copy of a letter which a young Communist sent to a friend of his back in the United States.

The letter appeared in "Presbyterian Survey" - - a very fine publication of the Presbyterian Church. In reproducing it, the editor made one of the most profound and thought-provoking observations I've ever read. He said, "We think this letter shows more graphically than any editorial what total commitment means." He went on to say, "Are we as committed to the truth as this young Communist and millions like him are committed to an empty hope?"

To a great majority of people in the Free World, particularly people in America, this kind of dedication is unheard of. They simply cannot believe that the architects of Communism, Karl Marx, Lenin, et al, could possibly have such influence on any human being. I feel that to defend and protect freedom as we know it today, it is imperative that all people in the Free World understand the inner feelings of those who are determined to destroy it. I am hopeful, therefore, that you - - through your widely read publications - - will give the enclosed letter as much publicity as you see fit.

We simply must convince Americans and as many of our friends in the Free World as possible that Communism is by no means just another political party. It is a form of religion..... a complete dedication.....a total commitment designed to enslave a total world.

Sincerely yours,

Charles Crutchfield

A young communist writes . . . "What seems of first importance to you is to me either not desirable or impossible of realization. But there is one thing about which I am in dead earnest—and that is the socialist cause. It is my life, my business, my religion, my hobby, my sweetheart, wife, and mistress, my bread and meat. I work at it in the daytime and dream of it at night. Its hold on me grows, not lessens, as time goes on. I'll be in it the rest of my life. It is my alter-ego. When you think of me, it is necessary to think of socialism as well, because I'm inseparably bound to it.

"Therefore, I can't carry on a friendship, a love affair, or even a conversation without relating it to this force which both drives and guides my life. I evaluate people, books, ideas, and notions according to how they affect the socialist cause and by their attitude toward it.

"I have already been in jail because of my ideas, and if necessary I am ready to go before a firing squad. A certain percentage of us get killed or imprisoned. Even for those who escape these harsher ends, life is no bed of roses. A genuine radical lives in virtual poverty. He turns back to the party every penny he makes above what is absolutely necessary to keep him alive. We constantly look for places where the class struggle is the sharpest, exploiting these situations to the limit of their possibilities. We lead strikes. We organize demonstrations. We speak on street corners. We fight cops. We go through trying experiences many times each year which the ordinary man has to face only once or twice in a lifetime.

"And when we're not doing these more exciting things, all our spare time is taken up with dull routine chores, endless leg work, errands, etc., which are inescapably connected with running a live organization.

"Radicals don't have the time or the money for many movies or concerts or T-bone steaks or decent homes and new cars. We've been described as fanatics. We are. Our lives are dominated by one great, over-shadowing factor—the struggle for socialism. Well, that's what my life is going to be. That's the black side of it. Then there is the other side of it. We Communists have a philosophy of life which no amount of money could buy. We have a cause to fight for, a definite purpose in life. We subordinate our petty personal selves into a great movement of humanity. We have a morale, an esprit de corps such as no capitalist army ever had; we have a code of conduct, a way of life, a devotion to our cause that no religious order can touch. And we are guided not by blind, fanatical faith but by logic and reason, by a never-ending education of study and practice.

"And if our personal lives seem hard or our egos appear to suffer through subordination to the party, then we are adequately compensated by the thought that each of us is in his small way helping to contribute something new and true, something better to mankind."

reprinted from the
PRESBYTERIAN SURVEY

A SERVICE OF SPONSOR PUBLICATIONS INC.

KFAL RADIO
FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.
KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

Cuisine Exquise . . . Dans
Une Atmosphère Élégante

RESTAURANT
VOISIN

575 Park Avenue at 63rd St.
NEW YORK

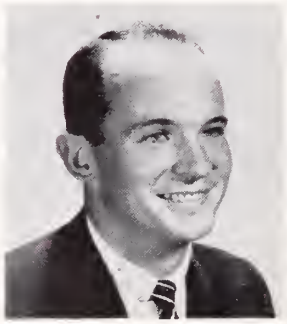
Lunch and Dinner Reservations
Michel : TEmpleton 8-6490

OPEN JULY AND AUGUST

NAMES & FACES

Lee Fondren, station manager and sales director of KLZ Denver, has been elected president of the Advertising Assn. of the West, an event that could foreshadow the eventual merger of that organization with the Advertising Federation of America. Fondren, a vice president of the AFA, is one of the leaders in the efforts to persuade the two organizations to work more closely on common problems. He is past president of the Denver Advertising Club, the only group in the country with membership in both the AFA and the AAW. Fondren also was instrumental in getting the two groups to collaborate in the observance of National Advertising Week. Fondren is a 25-year veteran in broadcasting. Before joining KLZ in 1941, he worked in his home state of Texas, as a comedian, script writer, producer, announcer and salesman.

Mary Ann Sanchirico, a specialist in broadcast research, has been named to the newly created post of radio research manager at H-R Representatives Inc., New York. According to H-R President Frank M. Headley, the post was created to meet the needs of stations, agencies and advertisers for a more extensive coverage of the radio market, particularly in the field of spot advertising. Miss Sanchirico has worked at H-R for five years, beginning as a rating analyst and rising to assistant director of research. Previously, she was assistant to the supervisor of ratings at the ABC television network. Miss Sanchirico is a graduate of St. John's University. Her new position was one of six posts recently created by H-R in a move to expand the company's services.



Joseph C. Cuff was one of several executives recently promoted in a shakeup of management at Robert E. Eastman's New York and Chicago offices. Mr. Cuff, eastern sales manager at Eastman since 1959, was elevated to national sales manager. He will coordinate sales activities in all eight Eastman offices and will act as a liaison between his company and the 43 stations it represents. According to the company, the post of national sales manager will serve as a central point for Eastman's sales strategy. From his office in New York, Cuff will keep an eye on sales performance in all of the company's offices. Before joining Eastman three years ago, Cuff worked in the national sales division of the Hearst Advertising Service.

George C. Hatch, a leading figure in broadcasting in the mountain states area, has been elected chairman of the radio board of directors of the National Assn. of Broadcasters. At present, he is chairman of the board of the Intermountain Network, which represents 52 affiliates in six mountain states. Hatch's background includes a long history of broadcasting work. He is founder and president of KALL Salt Lake City and a major office holder in several broadcasting corporations in Utah, Montana and Idaho. As chairman of the radio board, Hatch contends that the NAB radio code will be the most powerful single influence toward improving the standards of station operation and the quality of programing. Hatch predicts a trend toward more emphasis on the selective audience.

John M. Haerle, who has risen steadily since he joined the Collins Radio Co. five years ago, has moved up to the position of director of advertising and public relations for the equipment manufacturing firm. He succeeds R. S. Gates, executive vice-president, who has resigned from the company. In his new position, Haerle will coordinate all advertising and public relations activities of Collins' divisions and subsidiaries from the main office in Cedar Rapids, Ia. Haerle joined the company in 1956 as manager of the firm's broadcast product line. He has since served as southern region sales manager and later as assistant general sales manager. At the time of his promotion, Haerle was director of product lines for Collins.

Jane Pinkerton, senior editor of SPONSOR magazine for the past five years, has joined Air Media, Inc., as managing editor of its two publications, U. S. RADIO and U. S. FM, recently purchased by Sponsor Publications. Miss Pinkerton was formerly employed as a senior presentation writer for the Radio Advertising Bureau in New York and as midwest editor of *Broadcasting* magazine in Chicago. She was graduated from the Medill School of Journalism at Northwestern University, where she also attended graduate school, and holds membership in several broadcasting and advertising organizations, including the Radio-Television Executives Society, the Advertising Women of New York and the American Women in Radio and Teleivsion.

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RADIO: Rx FOR DRUG CLIENTS

Continued from page 21

A. The Proprietary Assn. of Washington, D. C., whose members represent most of the leading package medicine manufacturers in the nation (Warner-Lambert, American Home Products, Miles Labs, The Mentholatum Co., Sterling's Glenbrook Labs, Carter, etc.) estimates that its membership firms do approximately $1.5 billion in drug sales annually (and this does not include duplication in the wholesale areas or sales in fields that are not specifically considered drugs; if those were included, it would come to more than $3 billion).

The annual advertising investment by these same Proprietary Assn. members is estimated at about $300 million.

Q. We've been using the term "proprietary" a lot. What exactly is the difference between a "proprietary" and an "ethical" drug?

A. The only difference is *advertising*. A proprietary drug is one that is advertised to the public; an ethical drug is not advertised to the public. A vitamin pill which is not advertised is an ethical product, but another vitamin pill which is advertised is a proprietary. All prescription drugs are ethical, but not all ethical drugs are sold by prescription only.

Sanitary napkins once were an ethical product (they didn't advertise); now they advertise and so have become proprietary. Prophylactics are bought without prescription, but since they don't advertise, they are ethical products. Thus advertising has further complicated a business already made complex by division into prescription, non-prescription, surgical accessories, dieting aids and veterinary medicines.

Of what use is this side excursion into semantics to the radio industry? Only this: An ethical drug can become a proprietary one, and then it is a potential buyer of air time.

Q. How does the proprietary drug business compare with the ethical?

A. Back in 1939, according to *Fortune*, sales of all drugs at the *manufacturing level* came to $300 million, with the proprietaries accounting for more than half that total.

By 1959 — 20 years later — total drug sales by the manufacturers climbed to $2.3 billion. Only now, the proprietary drugs represent less than one third of the business.

What has happened is that a tremendous growth has taken place in the ethical field, spurred by research and the discovery of such modern "wonder" drugs as antibiotics, tranquilizers, steroids, etc. Today, the ethical drug dominates the industry

Naturally, many of the big companies produce both ethicals and proprietaries. Bristol-Myers, a proprietary house, has its Britstol Labs. division which makes ethicals. Vick Chemical, another proprietary company, has its Merrell Labs. for ethical drug manufacture. Schering, on the other hand, is an ethical drug house that has set up a proprietary division —White Labs. makers of Feen-A-Mint and Aspergum. But the fact remains that the ethicals, which do not advertise to the public, dominate the drug industry.

Q. Is there a chance that more ethicals may turn proprietary?

A. Yes—at least, that more proprietary drugs will come out of ethical research. It is how many of the proprietaries—many of which are on radio—got their start, and it is possible that some medications now in the ethical field may leap the fence into the proprietary pasture. The public would like to see it; "wonder" drugs have whetted its desire for more specialized packaged preparations.

William R. Hesse, president of Benton & Bowles, in an address at the 80th annual meeting of the Proprietary Assn. held last month in White Sulphur Springs, told the members that specialized proprietaries are the key to future growth in the industry. Hesse said the consumer has developed "specialized" buying tastes, and called this market trend "segmentation."

"Segmentation," said Hesse, "has become a way of life in other areas, and those companies who started the trend were those who gained the most." He cited as an example the shaving cream market which increased 40 percent between 1952 and 1959 largely through the introduction of aerosol containers.

The consumer now demands that products be custom-tailored to a specific need as well as to provide a special appeal, and here is where proprietary drugs have a chance to enlarge both product lines and market.

But segmentation is a relatively recent trend. The Vick Chemical Co., for example, began at the turn of the century with a single cold product—Vaporub. In 1950—about a half century later and only 10 years ago—it still had only four brands on the market. Today, Vick is marketing 13 products spread over six product classifications, but still all in the cough-and-cold remedy field.

Says Hesse, "The avalanche of new products, all vying for the attention of the consumer—his sophistication as a result, the complexity of the new market might seem to create a discouraging picture for your consumer franchise." But, he explains, the interesting aspect of segmentation is that even though one brand might have a smaller share of the total market, the over-all profits for a company become greater because the total market is increased.

Antibiotic cough lozenges, plastic squeeze-bottle nasal sprays and the like are already expanding the proprietary line, and further expansion would seem to be in sight. This will mean more products to advertise.

It also is possible that some advertising may eventually come from the ethicals themselves. There are signs that this may now be in progress. About a year ago, following the attack on the ethical drug industry by Kefauver's Senate committee, the drug manufacturers began to realize that because of their traditional abstention from advertising or indeed from any communication with the public, it was pretty much at the mercy of any kind of charges and with no way to tell its side of the story. It was like finding oneself in a fight with one's hands tied.

Since then, the Pharmaceutical Manufacturers Assoc. advised its members to become a little more communicative with its ultimate consumers. Many ethical drug firms have now begun putting executives out on the banquet-speaking circuit, are also enlarging their public relations departments. Not long ago, Abbott Labs., an ethical firm, even

ran an institutional type ad in *Life*, with the blessing of the PMA.

Q. Where could fm radio fit into this expanding picture?

A. The American Medical Assn. has become an fm radio user this summer with a campaign to combat socialized medicine, choosing fm to reach an adult audience with its institutional copy. Now think back to that ad which Abbott Laboratories ran in *Life*. Would not fm be a good medium for an ethical drug house to tell an institutional story to adults? And, along with am radio, fm could also expand the audience for proprietary cold remedies this winter.

Q. What "winter ailment" remedies will be on radio this winter?

A. Since the bulk of the buying and the fattening of schedules will take place nearer October, it is too early to say. But here are some of the proprietary brands which were in radio during last Winter:

• **Network:** Grove's 4-Way cold tablets and Bromo-Quinine; Mentholatum cough syrup (was quite heavy during last year's flu epidemic) and Deep Heet; Luden's cough drops; Bromo-Seltzer; Vick cough drops, cough syrup, cold tablets and Theracin; Ex-Lax; Foster & Milburn (F&M) lozenges; NR tablets; Sterling's Milk of Magnesia; F&F cough lozenges; Feen-A-Mint; Carter's pills; Doan's pills; Foley cold tablets; Norwich Pharmacal (Pepto-Bismol, T-Mist nasal spray, etc.). Hudson Vitamins and Rybutol were among other proprietary advertisers, as was Chap-Stick, a truly wintertime item.

• **Spot:** Bufferin; H.C. cough drops; Musterole; Pertussin and Pinex cough remedy; 666 cold remedy; Alka Seltzer; St. Joseph aspirin; Dristan; Minute Rub; Bayer aspirin; Mist-O-Mist nasal spray; Baume Bengue; Colex cough medicine; Coldene; Listerine, Bromo Seltzer; Anahist, Anadrex inhaler, Super Anahist tablets, and Stim-U-Rub; Grove 4-Way cold tablets and Bromo-Quinine; Mentholatum cough syrup and Deep Heet; Vick cough drops, cough syrup, cold tablets and Theracin.

Among the seasonal though non-cold remedy proprietary brands were Chap-Stick and, for that holiday over-eating—Brioschi. ■

THE COMPLEAT RADIO MAN

Continued from page 27

know that real people are behind those numbers. Salesmen should never forget this."

• **Music should be selective.** "The question of what kind of music, how often and in what climate still remains in minds of buyers. Recorded music most certainly will be the mainstay of radio entertainment, but the issue is the manner in which it is selected and presented. Radio's major function, however, is not and will not be entertainment: this is tv's bailiwick."

• **Experiment with everything!** "I'm not running a station and meeting a payroll, but it seems to me station men would be smart to try a few experiments, spend a little dough. The golden hours of daytime radio are going to waste, as one example of an area in which exploration needs to be made. Why not try a little live public discussion and drama?"

• **Bend rather than resist.** "I hate to see industry people who stand up and say 'no!' Yet it seems to me too many station men are resisting the views of FCC Chairman Minow and NAB President Collins.

"It seems to me they'd be better advised to bend than to resist and that in this resisting they are asking for pressures if not absolute control in certain areas of government. They seem to me totally negative and defensive. This kind of an attitude can't bear fruit."

Harold Fair spent several years in a variety of executive and plans jobs at the National Assn. of Broadcasters in Washington where—among other assignments—he organized and directed its first program department. (Some of his phrasing still appears in the radio and television codes of station practice.)

During his tenure there, under the guidance of Judge Justin Miller, former NAB president and a recent keynoter at the NAB national convention in Washington, he sat in on many a smoke-filled session of broadcast conversation and philosophy with the former lawyer and judge.

"With him I learned something I never forgot—and which broadcasters in these crucial days might well remember. And that is simply that we should all examine views critically and closely for what might be a grain of truth. Only with examination, the Judge used to explain, are we able to be objective and to come up with an evaluation.

"If broadcasters should do any one thing, I think it should be to seek objectively and honestly for the kernel of truth. Yet I find an almost mechanical resistance to this kind of search, to an analysis of the criticism which we hear."

He thinks a basic philosophy which perhaps leads to this direct rejection of criticism is the view that "My station is different!" In dozens of NAB district meetings, "this phrase becomes the standard byword. Some suggestion would be made and many a station man would say 'Well, that's fine for THEM but my operation is different.' "

Maybe it IS different, says Harold Fair, but "even if it is, this does not mean people should persist in habits just because they're established. Maybe they can be improved!"

Modern radio men of a progressive bent, however, are re-evaluating their efforts. "They're looking for new ways to attract an audience. They're vividly aware that radio in any crisis is absolutely vital for immediate information, that people depend on the medium and that the era in which we live makes us progressively dependent on news and information.

"Broadcasters have a golden opportunity to take advantage of certain indications of stagnation and stereotyped programing and to do something about these stale qualities."

He sees great advances in musical programing and likes the fast development of local station networks and of fm operations. His own tastes, he realizes, often are more sophisticated than those of many people throughout the country. Because he is a "compleat" radio man, he tunes to sports and discussion and local gossip shows as well as to classical music.

But if he has any favorite, it's classical music. Fair has a large grand piano in his apartment living room but, in consideration for his wife Ruth, takes to a nearby Manhattan study during heavy rehearsal periods. He's just finished a year of intensive practice — as well as horse-

RADIO GOES TO MARKET

Continued from page 39

ing program. "Radio then was undergoing rapid changes, and we felt that we were not prepared just then to adjust to them," Erickson recalls.

The results of the Hudson Radio Week promotion will have direct influence on the company's plans.

However, Erickson advises, the promotion will not be the sale consideration. "We have been extremely interested in the Radio Advertising Bureau's study of the Higbee department store experience with radio in Cleveland. We have seen the results of this study, and they are impressive. We will continually try to work out ways in which we can adapt radio to our advertising needs.

Though little known outside southeastern Michigan, Hudson's is second only to New York's Macy's among U. S. retailers operating in a single metropolitan area. Hudson's gross last year was $220 million, against Macy's $517 million. The Detroit store owns Northland shopping center northwest of Detroit, which is one of the world's largest, boasting 11,000 parking spaces and 106 stores. Eastland, another Hudson-owned shopping center northeast of the city, is slightly smaller.

The Hudson idea for a radio month promotion is typical of the company's determination to lure suburban shoppers downtown, in spite of the fact that its own giant shopping centers have contributed markedly to a downtown decline. It regularly sponsors in-store art, flower and fashion shows, and conducts cooking and sewing clinics. As a result, the Detroit store accounts for half of all Hudson business.

Now in its third generation of family management the company in April came under the guidance of J. L. Hudson, Jr., 29, grandnephew of the founder. The new president has ambitious plans for expansion. He recently announced plans to open a budget store near Pontiac, 30 miles from Detroit.

Hudson, one of many department stores to flirt with radio in the past year, has dramatically rediscovered the medium's potential. Its further efforts to use radio will be watched closely by department stores all over the country. ■

THE COMPLEAT RADIO MAN

(Continued from preceding page)

play — in connection with his New York "debut."

A year ago, to bolster his resolve to have a concert evening in his home for a few choice friends, he issued engraved invitations asking them to a recital a year hence (a month ago). Every other month he'd send them a dummied-up newspaper announcing such news bits as: FAIR PLAYS MOZART: MOZART LOSES; FAIR HAS GUTS: NO TALENT; WE LOVE HIM ANYWAY (in his hometown of Council Bluffs, Ia.).

As the fifth in a chamber music quintet (the other four artists appearing on high-fidelity recording to his piano accompaniment), he romped through a Mozart in three movements for woodwind quintet, the first movement of a Schubert and a Mendelssohn trio. At midnight, as guests were wining and dining, the doorbell rang as a messenger delivered "notices" of the success, a la Sardi's on opening night.

In less lofty and taxing moments he's been known to drink hard cider or fish for panfish from the front yard of his Old Lyme home or paint in what he terms "out-and-out primitive" style.

His fishing: "from the front yard with a fly rod"; his painting: "all planes and angles, with self portraits a frequent occurrence because as my own model I am always and immediately available—AND free"; his woodworking, "I have fun building things but they aren't usually very useful" (proposed project: converting an old grand piano frame to a king-size planter, trailing vines over painted white woodwork).

When it comes to Bozell & Jacobs, his major preoccupation is with the Mutual of Omaha account, for which he works variously as broadcast consultant on all matters as well as writer, producer, and buyer. The insurance company has renewed, for the 11th year, Bob Considine on the full NBC Radio network of 215 stations as a continuing Sunday feature (6:15-6:30 p.m.).

With the agency since 1952, he's been most involved with the radio schedules of Mutual and with such air personalities as Don McNeill, Arthur Godfrey and Robert Q. Lewis.

The new era of radio, however, has some of the old common denominators. The main ones: flexibility and usefulness, which add up to "a selling medium".

"Radio is coming along pretty well right now and there's a lot of business. Many budgets are tailored to accommodate good radio schedules. You just can't laugh off the fact that radios are being sold and are in more constant use."

But he has some advice for advertisers as well as for station men.

"Sponsors are foolish to set a prescribed radio buying pattern. Patterns should be set only to accomplish a client's immediate objective. It's evident that radio, to be effective, must be used to the fullest extent. And this means it should be bought as nearly to the saturation point as the budget permits and that it should be used consistently.

"The technique: to build up big, accumulated audiences and thus to reach a maximum number of people.

"New radio advertisers should come into the medium in great numbers, but much of this is a matter of station selling. New York stations, reps and networks, of course, are of a pretty high order. The men know what they're selling, how to use radio, how to accommodate buying patterns to circulations which have to be met.

"But there are a lot of stations, or unprofessional ones, which have station salesmen and management which don't really know too well what they're doing.

"The salesman for radio needs to be useful to an agency and an advertiser as an ex officio account executive rather than merely as a salesman. He must work with the buyers in getting the most effective use of the facilities for the amount of dollars the client wants to spend. This, of course, is an ideal situation and the men are not always available. But it's a goal to shoot for: the radio man as an all-around advertising man."

The salesman's primary job: "to make the sale, but also to create a client who will be there from now on!"

Because of his blend of intellectual, creative and technical talents, his broadcast industry and advertising associates call him a "good, all-'round joe"—or, a compleat radio man ■

HOW STATIONS SHOW LEADERSHIP

Continued from page 35

information that 5,705,000 Americans are out of work, more unemployed than at any time in the past 20 years. We hear that one out of four auto workers is jobless in Detroit, and that the Salvation Army is distributing surplus food here in St. Louis. The facts would seem to indicate that the time has come to grow cautious in family spending, put aside more of our incomes for a rainy day, and sit back and watch the storm clouds gather.

KMOX Radio believes that this approach is the surest way to turn a mild recession into a full-scale depression. We believe it's time to accentuate the positive, express our faith in our economic system and in ourselves, and plan our lives and spending with optimism and hope. This is not blind faith, nor an ostrich attitude, but just good common sense.

It's true, of course, that a record number of Americans are unemployed, both nationally and here in our own area. But we also have a record number of people on the job . . . more than 64 million of them. And these 64 million are earning record personal incomes.

Many economists believe that business is not slow because incomes are down. To the contrary. They believe it is slow because those of us who are working are saving more than ever before out of the mistaken belief that caution is the best weapon against a depression.

Let's look at the facts. Last year, in 1960, Americans spent less on automobiles, less on furniture, less on recreation and vacation trips, less out of every dollar of income for major purchases than they did 10 years ago. Yet they were making more money than ever before.

What did they do with the extra dollars? They saved them. Americans savedy 20 percent more of their income last year than they did in 1950, 35 percent more than in 1940, largely out of a vague fear that times simply weren't as good as they had been. That's an enormous amount of money to remove from circulation. It helps explain why Detroit isn't selling as many cars as it should and why retail sales were slipping downward in many parts of the country.

When Americans don't buy, steel mills cool their furnaces, assembly lines come to a halt and the unemployment rolls begin to climb.

Of course, KMOX Radio believes in the old-fashioned American virtue of thrift. But it also believes in the old-fashioned American virtue of courage, courage to plan for the future of your family, your community and your country. We believe that now is the time to demonstrate your courage by buying that new automobile, redecorating your house, outfitting the family for spring, buying that pleasure boat for next summer's outings.

We believe it's time for businessmen, too, to show their confidence in the economic system that has given them so much. We believe it's time to order that new machine, hire those new workers, take that new product off the drawing board and put it into production.

Here in St. Louis, there have been encouraging signs. Dollar volume of department store sales released last week was 12 percent above sales for the same period a year ago. We believe this upward trend can be encouraged when both the consumer and the businessman replace caution with courage.

KMOX is not advocating a heedless plunge into bottomless debt. But we do say that excessive saving, at this time, could be a major factor in prolonging and enlarging our current difficulties.

Let's banish the ghost of the thirties and its depression thinking. Let's show our faith in America and in the sixties by planning for prosperity. The job you save may be your own.

Station: **WXLW Indianapolis**

Station position: **For licensing of small-boat operators**

The September 1951 issue of *Sports Illustrated* magazine had an editorial entitled, "Freedom to Kill." Let me read it.

"Whether you are 12 or 82, in sound or feeble mind, drunk or sober—you can walk into almost any boat dock and take any craft that strikes your fancy, into any navigable waters of the United States, even if you haven't the license to run a scooter. The result of this negligent encouragement of mutual mayhem has been a steadily increasing accident and death rate on the waterways, as the number of boats and owners and renters rises each year. According to the Coast Guard, there are about 40 million Americans participating in recreational boating, and between seven and eight million small boat owners in the United States. The boat buyers and even some salesmen are opposed to a Coast Guard proposal to license boat operators, and the owners do not even like the current rule that you must register your boat and paint the numbers on the bow. All these laws, say the rugged individualists, violate the soverign right of every American to kill or maim any other American. We are for stricter laws, a license for every boat operator, and an increase in appropriations for the Coast Guard and for other supervisory bodies in the various states. Then, waterways may become more than slightly safer than highways."

In the past few years, we Hoosiers have developed an avid interest in boating, too. During the weeks, and especially the weekends of summer, we find our highways streaming with cars towing boats—power boats, all kinds of boats, and every description of boat to the lakes and other waterways throughout the state. Our friends in the banks and the financial institutions tell us that boats rank third, only behind cars and homes, as the main purpose for financing.

Today, in Indiana, there are nearly 47,000 motor boats registered with the Conservation department. These motors range in power from six to 75 horsepower. It is evident that boating has become a family affair with every member participating in the enjoyment of boating, and it is certain that this is not a fad, but a snowballing interest in a new form of recreation.

If you spent any time at all at the lakes this summer, we feel certain that you will agree that some precautionary measures should be taken to assure the safety in spite of increasing lake speed traffic. We are particularly concerned that anyone at any age has the

privilege of operating these powerful motor boats. It is not uncommon to observe 10- and 12-year-old youngsters maneuvering high-speed crafts recklessly across our lakes, with no apparent regard for the safety of anyone else—those in smaller craft or those enjoying other water sports such as fishing or swimming. It is very apparent that some age limitation will have to be put into effect for the operators of the boats. Hoosiers are proud of their lakes. These lakes are maintained at taxpayers expense for the enjoyment of all. Let's keep them safe for everyone regardless of their waterway interest.

The upcoming session of the Indiana general assembly is the body to which the citizens of Indiana should refer a problem of this importance. Permit us to suggest this action. As soon as elections are over and you know who will represent you in the senate and the legislature, contact these members of the assembly, either by letter or in person, and request that action be taken.

We believe that not only should all boats be licensed, but that a simple system of qualifications be devised that will permit proper licensing of operators of all boats on Indiana lakes and waterways that are not privately-owned.

We do not permit the under-aged or the unqualified to operate any kind of vehicle on the highways and roads of Indiana. Why should we then tolerate less efficient performance on the waterways of our recreational areas?

This problem can be attacked and solved before another summer arrives in Indiana. It's up to each of us to urge our general assembly to act in January.

Station: **KIRO Seattle**

Station position: **For passage of state drug legislation**

During past broadcasts, KIRO news has detailed a problem faced by Seattle police in control of the amphetamine drugs. KIRO has explained the physical effects of amphetamine addiction, and has reported that Seattle police narcotics officers consider the drugs "A training ground for heavy narcotics addicts."

In this, our final broadcast on the amphetamines, KIRO news would like to urge the passage of Senate Bill No. 8. This Washington State law would place all amphetamines under the same control as barbiturates. Thus it would make illegal possession or sale of the drugs a misdeameanor.

Federal law requires that all amphetamines be sold by prescription. However, the compounds do not come under the uniform narcotics act. This means that when amphetamines have moved out of the regular controls channels of trade, Federal narcotics officers are powerless to control the traffic.

Seattle police said they had no appropriate laws to control the street-corner amphetamine peddler until the passage of a Seattle city ordinance last December. The state-wide measure KIRO would like to see enacted into law provides stiffer penalities for the improper sale and use of amphetamines than does the city act.

The Seattle City ordinance provides for up to 90 days in jail for illegal sale, possession or use of amphetamines. Senate Bill No. 8, introduced by State Senator Albert Thompson, Junior, of Bellevue, provides that violators can receive six months in jail, a $200 fine, or both.

Senator Thompson, one of the sponsors of the amphetamine control bill, is a Bellevue druggist. His interest in this legislation points out the concern with which the improper use of amphetamines is viewed by the pharmacists in Washington. Both the State Pharmaceutical Assoc. and the Washington State Board of Pharmacy back Senate Bill No. 8.

Though KIRO news also backs this measure, it should be pointed out that all violations will be classed as misdemeanors. KIRO believes that some consideration should be given to making illegal sale of the drug by a street-corner pusher a felony under the state's penal code. It seems unrealistic to say that both the pusher and user should face the same punishment.

True, Superior court judges might not sentence a "user" to the maximum penalty provided by the law. But a six-month jail sentence and a $200 fine hardly seem strong enough to effectively stop a street-corner "pusher".

If a druggist were to sell an amphetamine without a prescription, he would be in violation of the Federal Pure Food & Drug regulations. On the first offense, he could be subject to a $1,000 fine or a year in jail, or both.

KIRO news feels that if the illegal sale of amphetamines were made a felony under Washington law, the street-corner pusher might not take the charge so lightly.

The stiffer penalties that could be meted out in Washington State Superior Court, could, KIRO news feels, do much to deter the improper traffic in the drugs.

Station: **KOL Seattle**

Station position: **For construction of a new bridge**

BOZIE: It is the year 1969. The Second Lake Washington Bridge Commission, a purely mythical body, is having its 237th fortnightly meeting. Any resemblance to actual bridge messes or the people concerned therewith is purely coincidental.

SOUND: (GENERAL HUBBUB OF VOICES)

SOUND: (GAVEL RAPPING)

WARD: All right, all right! Playing cards off the committee table! Let's get down to . . .

MAC: What for? This is a bridge meetin' ain't it? Ha, ha, ha!

CAST: (BIG LAUGH)

WARD: Quiet, Horace! Now we've had 25,000 letters of complaint from people east of Lake Washington during the last week demanding a second bridge. What do we do about 'em?

JOANNE: Whyever are they so aroused? We've *promised* them a new bridge haven't we. Besides, getting up three hours before work is very healthful!

RIC: I move we sell the letter of complaint to the scrap paper people and finance a new study. Maybe there's a better idea for a bridge.

AL: Yeah. We got the Evergreen Point plan, the Parallel Bridge plan, the Double-decker Bridge plan, the Dabney Point Automotive cable line, the Kirkland to Sand Point tunnel, the Trans-Mercer Island Rapid Firing No-Shock Commuter Cannon.

JOANNE: Oh I just love plans! Let's talk about some of our Cross-Sound Bridge plans!

HALL: Now I'm not sure we need a new bridge at all! Where'll we get the money-

CAST: Why, you old fool, of course we need a new. . . Everytime we get a new study they want twice as much to build. . . . Such a pretty lake . . . too bad to cut it up with ugly old bridges. . . . Conveyor belts! They're the coming thing! Conveyor belts!

WARD: Order, order, let's have order (FADE)

ET MUSIC: (MORE MARCH MUSIC, BUT ZANIER, UP FULL AND DOWN)

BOZIE: The year . . . 1979. The Second Lake Washington Bridge commission is convening for the 489th time.

CAST: (GENERAL LAUGHTER EVERYONE SOUNDS 10 YEARS OLDER)

MAC: Pave the laks! Hee hee hee! You're a card, Charlie! Who says we ain't a forward lookin' group.

AL: What shay?

WARD: Here now, let's get back to this Second Lake Washington bridge. . . .

HALL: Come down to it, I ain't sure we need none. Whur's the money comin' from? Don't want so many people crossin' the Lake anyways. Seattle's gettin' too crowded.

AL: What shay?

HALL: Too crowded!

AL: Yes it is! I move we move to Ossaquah and have these tarnation meetin's over there. Then won't none of us have to cross that infernal bridge!

JOANNE: I move we teach those horrid newcomers in Eastgate, and North Bend and so on how to grow their own little fruits and vegetables and things, so they won't. . . .

RIC: We could put 'em in fer furrin aid maybe!

WARD: We've strayed from the point. What about locatin' that second bridge? My wife let 'em shoot her across in that No-Shock Commuter Cannon yesterday. They used too big a blast, and she had to do her shoppin' in Bremerton. Now what about it?

MAC: How's this here? We send down a passal of them skindiver fellers, have 'em saw Mercer Island loose from the bottom of the lake, then swing 'er round sideways, and we won't need no bridge!

CAST: That's the answer by ned, why didn't we think of that. . . . Silly, Horace! The shippin' center'd tip it over sideways. . . . I ain't sure we need no bridge at all. Where's the money comin' from? Conveyor belts is the comin' thing. Stretch a big, enormous conveyor. . . . I live on Mercer Island! I refuse to be swung! I absolutely refuse. . . .

WARD: Order! Order! Hand me that spray bottle of tranquilizer! Order!

ET MUSIC: (MARCH TUNE . . . STILL ZANIER)

BOZIE: It is 1989. The Second Lake Washington Bridge commission is now the *First* Lake Washington Bridge commission. You see. . . .

RIC: (VERY OLD, VERY EXCITED) . . . first they got all the cars bumper to bumper across the lake, then them little bitty furrin cars started to runnin' over the tops of the fust layer, and fust thing you know. . . .

WARD: The old bridge collapsed! Yes, but that's beside the point, Fennimore, we're only concerned with the new bridge!

AL: He hain't told it all! When the old bridge went, the shock jarred them old rusty Ballard Locks open, and all the lake water run out into the sound!

WARD: You mean the lake's dry?

JOANNE: It's terrible! With no lake, they won't need a Second Lake Washington Bridge commission anymore. We could get fired!

HALL: Fired! Oh mercy! Give me my atomic geriatric pills! Oh!

MAC: Let's change our name to the Century 22 Exposition Commission!

RIC: They already got one. They've set the whole lake bed aside for the exposition site!

AL: What shay! Century 22?

WARD: You remember! It got helt up!

HALL: We'll contest it! We'll claim it fer the new perfessional football stadium! Maybe we kin git into court, and that'll keep our jobs goin' for the next 30 years!

WARD: Who seconds?

CAST: I do!
I second!
Everybody seconds!

WARD: All those in favor?

CAST: A-a-a-a-a-a-aye! (SHOUTS CONTINUE)

MUSIC: (STAR SPANGLED BANNER, UP AND FADE)

BOZIE: The moral of this little fable? Seattle is now the 19th largest city in the nation, with more than a million people in the city and suburbs. We need another Lake Washington bridge *now!* Wherever it goes, someone will be inconvenienced; many, many thousands will benefit. Let us see an end to childish buck passing and get the bridge started. Mr. Mayor, Mr. Governor, please note. ■

EDITORIAL PAGE

DON'T SHORT-CHANGE RADIO, GOVERNOR

WE understand that last month, when Governor LeRoy Collins presented his reorganization plans to the NAB board of directors, one of his proposals called for the abolition within the NAB of separate radio and television divisions and for merging both into a single department.

We also understand that this was the only one of the Governor's recommendations which did not receive at least tentative board approval.

Frankly, we were delighted to hear this.

In our opinion, such a move would have been exceedingly harmful for radio's interests, and in the long run, for the NAB itself.

We're glad that the NAB directors refused to countenance this organization change, even though, on paper and perhaps to an efficiency expert, it might seem to make some sense.

The fact is, radio and tv are entirely different kinds of industries with entirely different kinds of needs, problems, and conditions.

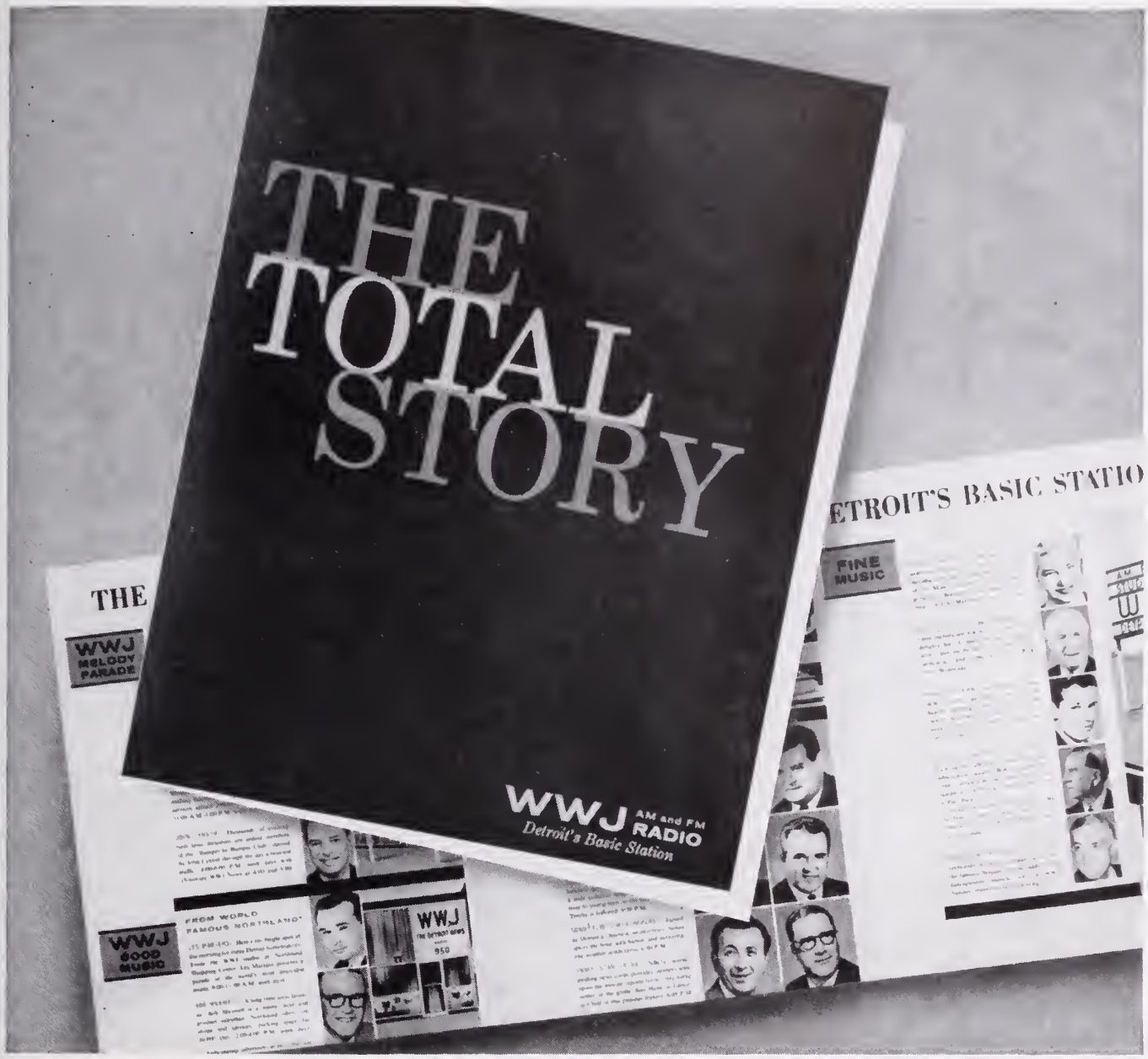
And the differences between the two media have been growing larger, not smaller, over the years.

If the NAB is to continue to represent both radio and television as a single organization, then it must take even stronger steps than it has in the past to differentiate between the two broadcast arms.

As we said two months ago in our *Open Letter to Governor Collins*: "We believe that it is unfortunate that radio and tv are so often and so carelessly lumped together . . . the failure to distinguish between them usually works to radio's disadvantage. The older, less wealthy member of the broadcast family too frequently gets short-changed."

We are sorry that Governor Collins, in his recommendation for a radio/tv consolidation, did not seem to understand this point.

Believe us, Governor, you've got to give radio more, not less identity both inside and outside the NAB, if you are going to serve the medium.



read any good books lately? If you're planning a Detroit radio schedule for fall, this one is for you!

"The Total Story" shows what WWJ means by "Total Radio," gives you a buyer's-eye view of WWJ's imaginative programming which ranges from popular music to symphony concerts, from play-by-play sportscasts to lively talk on the "Hour of Information" and "Phone-Opinion." And for good measure, there's a WWJ coverage map which shows at a glance the big, prosperous area served by Detroit's basic station.

You'll agree that "The Total Story" makes good sense, that "Total Radio" means greater impact on listeners, more attention to your sales message. If you don't have a copy, or if you'd like extras, just phone your PGW Colonel or write the station.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

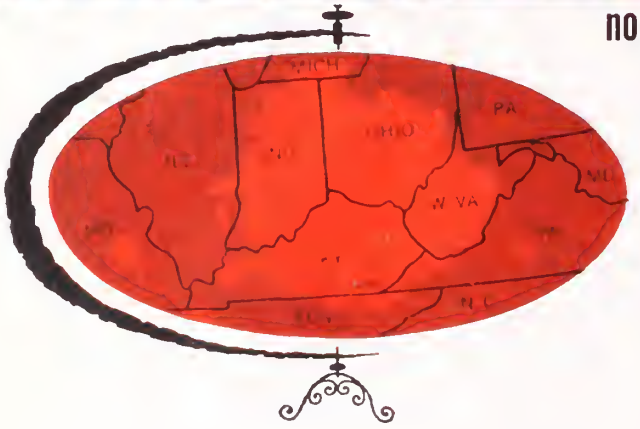
NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS **NBC Affiliate**

WLW RADIO

number **ONE** in Cincinnati

in total audience per average ¼ hour 6 AM to 6 PM

now number **TWO** in the nation



NOW REACHES OVER 100,000 HOMES

. . . 91% ADULT AUDIENCE

PER AVERAGE ¼ HOUR 6 AM TO 6 PM

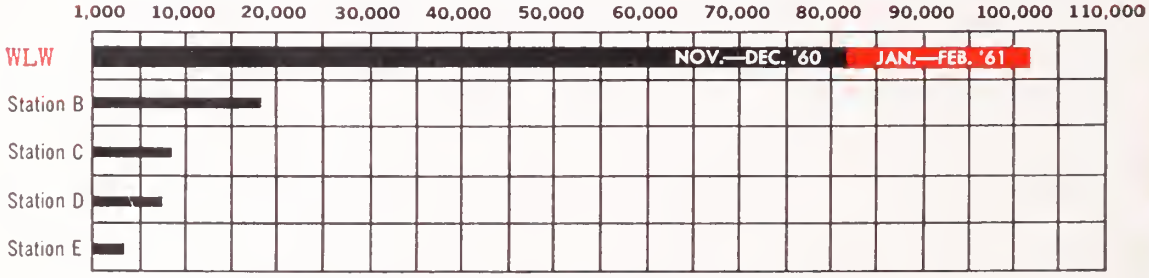
WLW Radio daytime audience has soared to Number Two spot in the Nation among the 4,400 U.S. Radio Stations! That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative!

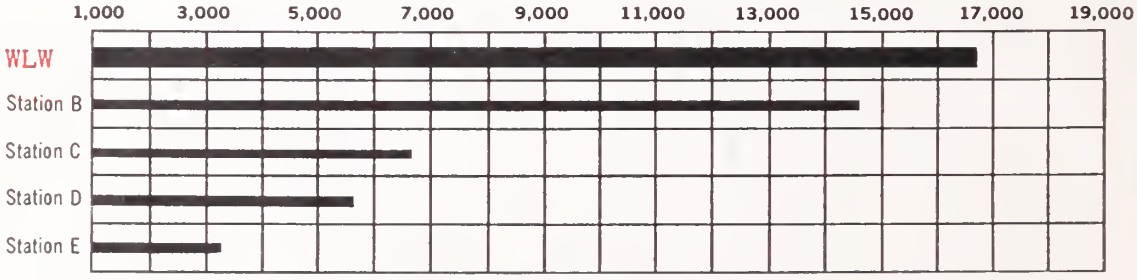
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



WLW Radio—Nation's Highest Fidelity Radio Station

Crosley Broadcasting Corporation, a division of *Avco*

U.S. FM

AN AIR MEDIA PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

JULY · 1961

35 CENTS

VOL. 2 — NO. 6

W TO PROMOTE
M STATION
page 3

HADOWS FADE
TI Y&R FACTS
page 6

AL CAPSULES
M SUCCESS
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TATION
YLISTING
page 11

RENDS AND
LOPMENTS
page 1

This is a real market!

136,470 FM homes in Canada!
206,430 FM homes in upper New York State!
Over 6¼ billion dollars in annual retail sales!

And CHFI-FM blankets it completely on both sides of the border!

CHFI-FM TORONTO

Representatives:

CANADA: Radio & Television Sales Inc., Toronto and Montreal

UNITED STATES: Fine Music HI-FI Broadcasters, New York

OR DIRECT ENQUIRIES TO CHFI-FM, 13 Adelaide Street, East, Toronto 1, Telephone EMpire 3-1317.

Buy CHFI-FM, Canada's most powerful radio station,

FM is
on the
move!

so is
U.S. FM,
the magazine
that sells your
medium to
agencies and
advertisers!

FORE MOST

FCC perusal of fm gives new hope to broadcasters

Federal Communications Commission re-appraisal of the fm broadcast spectrum is good news for fm-ers, in actuality as well as in implication. They're in the vanguard of the aural medium as many ultra high frequency broadcasters are in the video medium. And, Washington observers think, both these "step children" in the broadcast spectrum are due for new status and a brighter future. Their biggest single advantage: they have room in which to maneuver in servicing the public with programing. Both am radio frequencies and very high tv frequencies have long since been jammed with applicants as well as on-the-air licensees.

Music Show this month to feature stereo fm

The appeals of stereo fm will be given even a closer look in Chicago this month as Pilot Radio Corp. demonstrates the medium from its special transmitter in the Palmer House, headquarters for the Music Show July 16-20. L. M. Sandwick, v.p. of the Long Island City, N. Y., manufacturing concern, sees the FCC decision approving stereo fm broadcasts as providing "the solid merchandising foundation for stereo equipment sales which our industry and its dealers have been seeking" for the past four years. This, he predicts, "will be the key to tremendous growth in sales of home entertainment products in the audio field throughout the next decade."

Baltimore outlet scores 39 accounts in 18 months

Box score after one and one-half years of operation for WFMM Baltimore, as reported by Manager Julian S. Smith: "The diversity of the types of sponsors and the high percentage of contract renewals are most gratifying. In Baltimore at least, our sales potential is not nearly so limited as many people have thought it to be. The list of sponsors should effectively prove that fm is becoming a powerful sales force and we are proud of the part we are playing in it." Smith has a roster of 39 fm accounts in 24 major classifications of business. Heaviest buyer groups are car radio manufacturers, rug cleaners, music distributors, restaurants.

Radio Pulsebeat News expands to fm and Canada

Gaining importance of radio news is being shown in the fm medium, too, as Radio Pulsebeat News, New York, signs fm stations for the service. Recent subscriber is CHFI-FM Toronto for full 24 hours of daily news service, covering national, international and local news. Full-scale bureau covering Canadian stations will be set up shortly. RPN reports.

New EIA breakdown on fm sets produced in 1960

Phonographs and tv sets with fm radio built in accounted for more than a third of all fm set production in 1960, according to figures quoted recently by an EIA spokesman. Most of the combination sets were radio-phonographs. Total produced: 675,261. Television sets with fm radios numbered 54,944. Largest portion of the total was chalked up radios, either fm or am-fm combination: 904,766 sets. Total fm sets produced in 1960: 1,634,971. The actual total is even higher if you add fm tuners and fm car radios.

Next issue highlights new evaluation of fm facts

Excerpts from an fm study made this year by a graduate student at New York University will be presented in the next issue of U. S. FM. Included in the article will be charts showing original correlation of available audience research. The study, a thesis entitled *The Potential of Fm Radio as an Advertising Medium,* was prepared by Don Mohr and submitted recently to NYU for a master's degree in the graduate school of business administration. Mohr is employed by a national advertising agency, with which he has been associated for the past few years.

Station presentation's fm coverage data

	CANADA	U.S.	Total
Total households	909,800	589,800	1,499,600
Total population	3,537,700	1.974,900	5,512,600
Total fm homes*	136.470	206,430	342,900
Total retail sales	3,951,505,000	$2,435.674,000	$ 6,387,179,000
Net effective buying income	$5,950,313,000	$4,074.277,000	$10,024,590,000

*Estimated at 15% Canada. (Source: Sales Management Survey of Buying Power, 7/10/60)
*Estimated at 34.9% U.S. (Source: Pulse, 9/59)

presentation, however, did not lack that one all-too-important ingredient: money. Neither was the all-too-cheaply won catalyst—imagination—an absentee.

CHFI-FM, which claims to be Canada's first independent fm station, recently boosted its power to 210,000 watts. Not a station to let a mere power increase go by unnoticed, CHFI-FM threw a champagne party for more than 600 industry people gathered in Toronto for the occasion. On hand were broadcasters, agencies and advertisers from all parts of Canada, but particularly Toronto, which has unofficially taken on the title of the Dominion's "Advertising Capital."

The 600 guests mulled about, sipped champagne like it was water. The commercial came later. During the festivities, each guest was, in the unobtrusive fm manner, handed a slick 88-page presentation kit packed with market facts, promotion samples, proofs of station ads, client success stories, a program log, synopses of top programs, and a 10-page report on audience attitudes and characteristics prepared for CHFI-FM by Canadian Facts Limited, Toronto research group.

CHFI-FM's comprehensive and imaginative approach to promotion is relatively new. No "Johnny-come-lately" outlet, the station has been broadcasting for five years. Although always known as an aggressive station, CHFI-FM took on its new look eight months ago when it was purchased by entrepeneur partners well steeped in broadcasting history.

The two men, Joel Aldred and E. S. (Ted) Rogers, neither of whom was formerly associated with fm, have taken to the business like ducks to water. Their aspirations are high: they want to put fm on the map, and put their station on the map with it. At the same time, they want to make money. And they are operating on the old bank-spun philosophy that "you have to spend money to make it."

Their advertising and promotion budget for 1961 is $100,000.

Here is how they plan to spend it:

- painted outdoor bulletins in Toronto and Hamilton;
- offer of a Westinghouse fm-only radio to agency people at $32 and listeners at $39.95. set has CHFI-FM monogram;
- full page color spreads in major trade publications;
- a 30,000-line advertising campaign in the four Toronto and Hamilton dailies;
- semi-permanent displays in the radio and television departments of two Toronto department stores;
- prestige ads in theatre programs of four popular Toronto theatres;
- car stickers, showcards and window streamers in high fidelity showrooms in Toronto and Hamilton;
- distribution of a stereo listeners' slide-rule that explains how to set up loudspeakers for best listening according to room size;
- remote broadcasts from major events.

Such a brand of promotion and enthusiasm is a reflection of the mushrooming fm industry in Canada. Traditionally behind the U. S. in all phases of broadcasting, and particularly in television, the fm potential has caught the imagination not only of broadcasters, but of hard-headed business men.

Fm partners, E. S. (Ted) Rogers (l) and Joel Aldred bought CHFI/FM last fall, immediately expanded programing, dropped background music. In April they boosted power to 210,000 watts.

Ted Rogers, the younger of the partners, has more of the qualities of the latter. No stranger to broadcasting, however, Rogers learned the business at home from his engineer father who developed the first AC radio tube.

This contribution to broadcast electronics by the elder Rogers, in 1925, made it possible, for the first time, to transmit and receive by electric instead of battery power.

Rogers' business acumen is sharply matched by the experience of partner Aldred, who has been active in the Toronto radio circuit for years. Aldred at one time delivered network programs and commercials for General Motors Corp., more recently has appeared on the Dinah Shore Show.

When the two men took over CHFI-FM under the aegis of Aldred Rogers Ltd., one of their first steps was to announce their intention to drop the operation of supplying background music to various supermarkets. "We are doing this so we can devote 100 percent of our efforts to enlarging and improving our new fm radio plans," commented Rogers at the time.

To improve the quality music policy of the station, the partners have strengthened and diversified programing. They have already added these new features to the programing:

- a contract with the Philadelphia Orchestra for rights to rebroadcast concerts the week the touring orchestra appears in Toronto;
- arrangements with Walter Susskind, conductor of the Toronto Symphony Orchestra, to preside over the *Walter Susskind Concert Hour,* a program of light and familiar classical music;
- employment of a full-time newscaster, Carry Henderson, who twice nightly delivers a 10-minute news interpretation program;
- presentation of a half-hour program, Saturday and Sunday, which features a 19-year-old Hungarian girl-wonder who speaks five languages, plays and discusses music representative of various ethnic groups from around the world.

Occupation of CHFI-FM listeners

	CHFI-FM*	ALL TORONTO**
Professional	21%	6%
Owners, business executives	24%	14%
Sales	14%	8%
Office and other white collar	10%	14%
Skilled labor	20%	30%
Unskilled labor	4%	12%
Widows, spinsters	4%	4%
Miscellaneous (unemployed, students, etc.)	2%	2%

*Canadian Facts, April 1961 fm report.
**Canadian Facts—block probability of Toronto, Fall 1960.

Fm listening habits in Toronto

Early morning	(*Before 9:00 a.m.*)	11.8%
Mornings	(*9:00 - 12:00 p.m.*)	22.8%
Early afternoons	(*12:00 - 3:00 p.m.*)	14.4%
Late afternoons	(*3:00 - 6:00 p.m.*)	21.4%
Early Evenings	(*6:00 - 9:00 p.m.*)	47.8%
Late evenings	(*9:00 - 12:00 a.m.*)	26.2%
Week-ends		4.8%
Various times		18.2%

*Elliott-Haynes survey of fm radio homes in Toronto, February 1961.

The station's commercial policy follows closely the direction taken by the majority of fm broadcasters. No more than four commercials are permitted within an hour. According to Rogers, station consistency in broadcasting a limited number of high class commercials has been the secret to CHFI-FM's success. "Sponsors are discovering the effectiveness of this. Listeners are reacting strongly in favor of this type of advertising," says Rogers.

"Fm high fidelity broadcasting," he continues, "is a unique approach to an adult group with money to spend and the intelligence to demand high quality goods. Fm, with a large and growing audience, is proving to be a vehicle for merchandising to this large middle and upper income group."

Not only does CHFI-FM talk about the growing fm audience, but it has facts in hand to prove it. Rogers refers to the *Sales Management Survey of Buying Power,* July 10, 1960, which tabulates the immediate fm market available for Toronto stations at over 300,000 Canadian and U. S. fm homes—about equally divided between Ontario and American border states. A Pulse Inc. survey made in September 1959 shows that present fm homes within the CHFI-FM signal stand at 136,470 in Ontario, with another 206,430 in the U. S. border states.

Convinced that the public is swinging strongly to fm, Rogers and Aldred have coined a motto which serves all fm broadcasters: "Quality audience through a quality medium to quality accounts." ■

Young & Rubicam: pace-setter in fm research

ONE of the most insistent demands for quantitative as well as qualitative fm research has come from Young & Rubicam, New York. But Y&R, unlike many agencies which raise a hue and cry for more fm information but who make no attempt to share the research load, has done something about it.

It's spent considerable money and time to research the nature and dimension of fm—its receiver ownership, audience characteristics, listening frequency. Presented to the industry by Dr. Frank Mayans, vice president and associate director of research, the fm study is one of the rare attempts to bring light to the shadowy subject of frequency modulation broadcasting.

His major conclusion:

"Fm is a medium with the fine capability of reaching a prime market." But this conclusion and that of the agency's media and research people is based on fact rather than guesswork. That was the purpose of the study. The project, he said, confirmed "what we had suspected." But "we think such studies change supposition to fact, and assign quantities where none existed before."

Details of the study appear in two pages of charts with this article.

The fm research is needed—by agencies and advertisers and by the medium itself. "No two media are alike and interchangeable," says Mayans. "Each has its own values. How is fm to be used properly if we don't measure, rather than guess, what these dimensions are?"

Media allocation "can be a devilishly complicated business, and we'll need more and better research to keep up with the pace." His recommendation, and that of every agency man interested in fm: that individual fm stations make a local move in this same kind of national research direction.

Some first steps in this direction:

1. Talk to your prospects—whether local, regional or national—and make careful note of what answers you DON'T have when they ask for information.

2. Try to figure out an authoritative but inexpensive way to at least BEGIN providing some of this material. ■

SUMMARY OF FM OWNERSHIP

Young & Rubicam traces bold patterns in which fm receiver ownership shows up as HIGHER contrasted with LOWER.

HIGHER	LOWER
North central	West
Metro	Non-metro
Large cities—small cities	Medium cities
High income	Low income
Average size families	Small and large families
Home owners	Renters
Non-farm	Farm
Tv owners	Non-tv owners
Non-white	White
Higher prestige occupations	Lower prestige occupations
Middle age groups	Younger and older adults
College	Grammar school

ALMOST 3 IN 10 RADIO HOMES ARE FM-EQUIPPED.

Am only—**87%** Am-fm—**24%** Fm—4%

(no report or radio not in working order, 3%)

FM OWNERS ACCOUNT FOR FAR MORE LISTENING THAN AM HOMES.

	Fm owners	All radio owners
Listened in past week	40%	11%
Yesterday	20	5
Day before	7	2
Remainder	13	4

(But 59% of the fm owners said they had not tuned in the previous week and 17% of the group of all radio owners had not. One percent of the latter "didn't know.")

1 IN 10 PEOPLE TUNE TO FM MORE THAN 4½ HOURS DAILY.

Of those who own and listen to fm during the previous day,

19% spent less than 30 minutes with fm

30% from 30 minutes to 1½ hours

21% from 1½-2½ hours

11% from 2½-3½ hours

9% from 3½-4½ hours

10% more than 4½ hours

FM OWNERSHIP IS HIGHEST IN THE SOUTH AND NORTH CENTRAL.

	West	South	North central	East
Total radio	15%	29%	31%	25%
Am only	16	28	30	26
Fm or am-fm	**12**	**30**	**34**	**24**

FM SETS IN CITIES OUTNUMBER THOSE IN NON-METRO AREAS.

	Metro	Non-metro
Am only	57%	43%
Am-fm or fm	**67**	**33**

(Note: Respondents to Y&R survey are female homemakers.)

FM OWNERSHIP IS HIGHEST IN HIGH-INCOME HOMES.

	Weekly salary			
	Under $70	$70-$99	$100-$139	$140 and over
Am only	22%	19%	25%	25%
Fm or am-fm	**9**	**21**	**18**	**41**

FM OWNERSHIP VARIES BY FAMILY SIZE.

	Number of persons				
	1-2	3	4	5	6 or more
Total	33%	20%	19%	13%	15%
Only am	33	20	18	13	16
Fm or am-fm	**31**	**21**	**22**	**13**	**13**

MOST FM OWNERS OWN THEIR HOMES.

				Classification							
	Own home	Rent	NR*	Farm	Non-farm	NR*	Own tv	No tv	White	Non-white	NR*
Total	70%	30%	....	14%	86%	....	91%	9%	92%	7%	1
Only am	68	32	....	14	85	1	89	11	94	6	....
Fm or am-fm	**74**	**25**	**1**	**11**	**89**	....	**95**	**5**	**91**	**8**	**1**

*No report.

FM OWNERSHIP VARIES WIDELY BY PROFESSION.

			TYPE OF WORK			
	Prof., semi-prof.	Prop., mgr officials (non-farm)	Clerical, sales	Craftsmen, foremen	Oper., assoc.	All others
Total	9%	13%	13%	20%	14%	31%
Only am	8	12	13	20	15	32
Fm or am-fm	**14**	**17**	**11**	**20**	**13**	**25**

FM OWNERSHIP PEAKS WITH 35-YEAR-OLD CLASS.

	Age				
	Under 25 years	25-34	35-44	45-54	55 and over
Total	8%	24%	26%	20%	22%
Only am	10	24	25	18	23
Fm or am-fm	**4**	**24**	**30**	**23**	**19**

FM IS CONCENTRATED AMONG THE BETTER-EDUCATED.

	Grammar school or none	High school	College	No report
Total	29%	55%	16%	....
Only am	32	56	12	....
Fm or am-fm	**22**	**52**	**25**	**1**

(Note: Respondents to Y&R survey are female homemakers.)

FM HIGHLIGHTS

COMMUNITY CONCERT

The success of a campaign to raise money for a community concert program in Pampa, Tex., was attributed directly to announcements on WBMF-FM Pampa. The membership goal to support the program was increased from 800 to 1200 this year. But after 15 announcements on WBMF-FM in the space of five days, the concert committee was forced to turn down 78 applicants who wrote in after the quota was filled.

PHONOGRAPH RECORDS

A total of $5,000 worth of records was sold by Madrona Records, one of the largest retailers in Portland, Ore., in a five-day period as a result of commercials aired on KEX-FM. The company used no other media, restricting its advertising to four spots a day over KEX-FM.

SAIL-MAKER

Charles Ulmer, a sail-maker in City Island, N. Y., has purchased time on a 45-minute boating program on WLIR Garden City for the second straight year.

Ulmer decided to buy again on the theory that high-priced merchandise sells better on fm. The program is *Wet Pants,* which broadcasts results of local sailboat races on Long Island and the south shore waters.

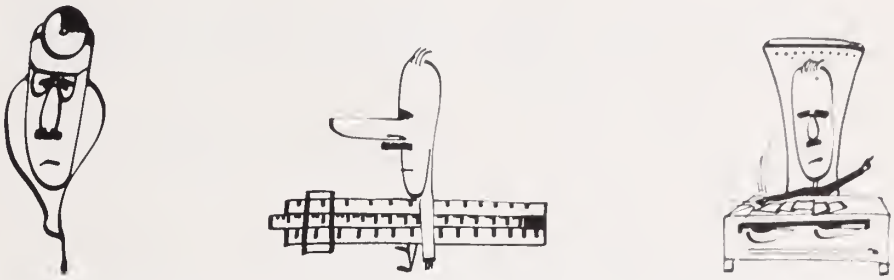
HOMES

Another advertiser who used fm to push an expensive item scored a success after a week-end schedule of spots over KRBE-FM Houston. The item: a home priced at $75,000.

FM PROGRAMING

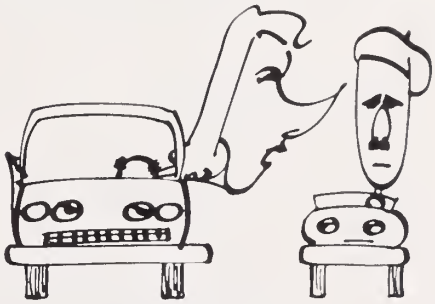
Many fm stations throughout the country are adding or increasing their live programing to stimulate listenership. In Detroit, WDTM-FM has moved its microphone into the Cafe Galerie, a well-known club for folk music, for a one-hour weekly program.

Continued on next page



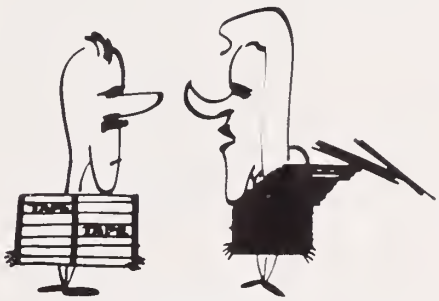
Though there is a multiplicity of engineers, business executives and professional men the listener comes from every walk of life, according to a survey made in Southern California.

25% own air conditioners
20% own dishwashers
28% own clothes dryers



67% own two cars
20% own foreign or sports cars

32% earn over $10,000 per year
63% earn over $7,000 per year



82% collect records
43% collect tapes

Fm stations are slowly responding to the often repeated criticism that they don't supply advertisers with enough information about their listening audience. With the aid of cartoon drawings, the results of a recent survey in southern California was published in the *FM and Fine Arts Guide* with a view toward catching the eye of prospective advertisers.

The cartoons portray the average southern California listener, his earnings and buying preferences. According to the study, commissioned by the Fm Broadcasters' Assn., the major portion of the audience is composed of engineers, business executives and professional men in the higher income brackets. Of the total audience, 63 per cent earn over $7,000 per year and 32 per cent over $10,000.

The average listener likes to indulge in high-priced items, including air conditioners, dishwashers, clothes dryers, tape recorders, hi-fi equipment, airplane flights and cars (67 per cent own more than one car). In addition, almost half said they intend to purchase an fm car radio to supplement their home listening.

In response to the growing popularity of folk music, the station expanded its half-hour *Conversations in Folk Music* to the full-hour live show, now called *All Over This World*. In Salina, Kans., KAFM has signed a contract to broadcast the Kansas University football games in the fall. KAFM will be the only station in central Kansas to carry the entire schedule of K. U. games.

In an effort to add greater variety to its programing, KING-FM Seattle has initiated a new schedule of programs during the station's eight hours of independent broadcasting from 4 p.m. to midnight.

Drawn from sources which include the BBC, the National Broadcasting Co., the CBC and the Broadcasting Foundation of America, the schedule will feature drama, comedy and discussion programs in addition to music ranging from opera to jazz.

Among the news shows are *World Theatre*, a two-hour drama program featuring England's leading actors; *The Goon Show*, starring British movie star Peter Sellers in a half-hour comedy show, and *International Book Review and Literary Report*, a discussion program which focuses on the world of books.

A station in southern California which has taken the trend toward specialization seriously is KHOF-FM. Unique in the field, the station broadcasts 18 hours of sacred music daily. KHOF-FM uses pipe organs, orchestras, choral groups and soloists on records, tapes and live spots.

According to a station spokesman, specialized fm is a hit with "the better families" of the Southern California market. The station cites a survey commissioned by BBDO which claims that 82 percent of the fm listeners in the area are college graduates and 86 percent are earning more than $5,000 per year.

FM PROMOTION

A station in Baltimore found that participation in community projects can be an effective method of increasing its audience. The station, WFMM-FM, set up a booth at the city's "Green Thumb Show." On hand to answer both gardening and fm questions was Richard de Lano, assistant county agent and host of the station's *Gardening News and Notes*, a five-minute program heard six times a week.

The booth attracted excellent response, according to the station, and was "positive proof that public service programs and promotions need not be dull and barren."

FM INDUSTRY

The best method of reproducing music for fm broadcasting is through the utilization of magnetic tape, according to WMKE-FM Milwaukee.

Since December, the station has broadcast exclusively with stereo magnetic tape. The purpose: to provide completely noise-free music. WMKE-FM claims to be the first station to broadcast completely with magnetic tape.

AN FM PRIMER: HOW TO EDUCATE ADVERTISERS

Selling fm is sometimes a matter of educating the prospective advertiser. Using this theory as a starting point, WHIO-FM Dayton has prepared a booklet that acquaints the client with the medium of frequency modulation. The booklet then soft sells its way into the reasons sponsors should advertise on WHIO. Using a readable, uncluttered format with an attractive cover that underlines the station's policy toward quality programing, the booklet guides the reader through information on WHIO's audience and coverage. Letters, surveys and success stories are used to sell the station to advertisers. The booklet further explains WHIO's policies toward programing and commercials. The sum total is an example of how an fm station can sell itself by providing clients with an overall picture of fm, and an analysis of the station's coverage.

STEREO ON THE MOVE

Another fm station to recently join the ranks of the few to broadcast in stereo: KLSN Seattle. Cortlandt T. Clark, vice president and general manager, reports that KLSN began stereophonic broadcasting at 8:23 a.m., Pacific daylight time, July 11.

In San Francisco, another move into stereo gives fm stations west of the Mississippi River a slight edge over their eastern brothers. KPEN (FM) San Francisco announces that it will begin regular stereo multiplex broadcasts during the first week in August.

Say KPEN Managers James Gabbert and Gary Gielow: "We plan from the start to broadcast between 40 and 50 hours each week in stereo. We'll be on the air six hours, Monday through Friday, with an increased schedule on weekends. We intend to offer a great variety of stereophonic program fare."

The station further reports that two-thirds of all stereo program time is sold to sponsors. Hi-fi dealers in the area report that the demand for multiplex adapters and receivers far exceeds the current supply, according to station spokesmen. "While the number of adapters now in the area is in the hundreds," say Gabbert and Gielow, "we look forward to well over 25,000 multiplex receivers in our coverage area by the end of the year."

It has been reported that many fm stations which now broadcast monophonically are experimenting with stereophonic equipment after midnight. These and other stereo-minded fm stations are still broadcasting at various times in the new sound dimension in cooperation with another station.

WNBF-FM Binghamton reports that it will broadcast live in stereo series of four concerts by the Wallenberg String Quartet. The concerts will originate from sister station WNBF-TV's studios, before a live audience.

According to the station, the studio audience will hear the concerts in a specially designed drawing room setting. The broadcasts are scheduled for four Sunday afternoon concerts from 4 to 5 p.m. The broadcasts are sponsored by L. F. Hamlin Inc., operators of Hamlin's Red Cross Drug Stores. ■

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. This issue of U. S. FM includes returns from 180 fm stations. The *Fm station key* will be augmented each month as new or additional information is reported by fm operations. See box below for abbreviations. Stations not listed are asked to send in the same information which appears below.

Abbreviations

Rep.—representative; ***ERP***—effective radiated power; ***pen.***—penetration; ***prog.***—programing; where there is an am affiliate, ***sep.***—refers to the fm being separately programed and ***dup.*** refers to the fm station duplicating the am programing; ***cl***—classical; ***con***—concert; ***op***—opero; ***s-cl***—semi-classical; ***pop***—popular; ***st***—standards; ***shw***—show; ***flk***—folk; ***jz***—jazz; ***nws***—news; ***wthr***—weather; ***dr***—drama; ***intvw***—interview; ***cmtry***—commentary; ***rel***—religious; ***sprts***—sports; ***educ***—educational programing; ***disn***—discussion.

ALABAMA

Albertville

WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham

WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)

WCRT-FM (Am: WCRT)
National Rep.: Weed
Counties: 42; ERP: 48,800 w
Prog. (Sep.): Cl, s-cl, st, shw

WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)

WSFM
National Rep.: Walker-Rawalt
ERP: 20,000 w

Decatur

WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Sylacauga

WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage

KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Tucson

KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro

KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock

KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola

KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff

KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, por

CALIFORNIA

Alameda

KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills

KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon

KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl, con, op, s-cl, nws

FM STATION KEY (Continued)

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KHOF-FM
Counties: 8; ERP: 100,000 w
Prog.: Rel, nws, wthr, dr, intvw.

KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNOB
National Rep.: Modern Media Fm Sale
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

KPOL-FM (Am: KPOL)
National Rep.: Paul H. Raymer
Counties: 3; ERP: 38 kw
Market Pen.: 48.9% (Pulse)
Prog. (Dup.): S-cl, shw, st, nws

KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Stations
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Cl, con, op, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
National Rep.: Walker-Rawalt
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KDFC
National Rep.: Walker-Rawalt
ERP: 33,000 w

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Stations
Counties: 12; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Cl, con, op, s-cl, jz

KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

FM STATION KEY (Continued)

Grand Junction

KREX-FM (Am: KREX)
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Cl, con, op, st, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz

WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws

WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw

WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws

WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music

WGAY (Am: WQMR)
National Rep.: Spot Time Sales
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr

WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws

WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr

WMAL-FM (Am: WMAL)
National Rep.: Heritage Stations
Counties: 27; ERP: 27,000 w
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, shw, nws

WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws

WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 3,500 w
Prog.: St, cl, s-cl, shw, op

WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Fort Pierce

WARN-FM (Am: WARN)
National Rep.: Continental
Counties: 4; ERP: 1,300 w
Prog.: Con, pop, jz, nws

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wth.

Pensacola

WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota

WYAK
National Rep.: George Hopewell
Counties: 9; ERP: 2,750 w
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con

WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w

WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk

WKLS
National Rep.: Walker-Rawalt
Counties: 34; ERP: 6,400 w
prog.: S-cl, st, shw wthr

WPLO-FM (Am: WPLO)
National Rep.: Heritage Stations
Counties: 82

WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta

WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop

WBBQ-FM (Am: WBBQ)
National Rep.: Everett McKinney
Counties: 31; ERP: 19,300 w
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus

WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville

WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange

WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta

WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

FM STATION KEY (Continued)

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa
WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr. sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9; ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws. intvw
WJJD-FM (Am: WJJD)
National Rep.: Heritage Stations
Counties: 141
WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr. nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Joliet
WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprts

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

FM STATION KEY (Continued)

WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute
WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salinas
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Hopkinsville
WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Mayfield
WNGO-FM (Am: WNGO)
Counties: 5; ERP: 600 w
Prog. (Dup.): Pop, st, nws, wthr, sprts

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport
KBCL-FM (Am: KBCL)
National Rep.: George T. Hopewell
Counties: 9; ERP: 3.6 kw
Prog.: (Sep., nights): Cl, con, s-cl, st
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Augusta
WFAU-FM (Am: WFAU)
National Rep.: Devney/Daren F. McGavren
Counties: 10; ERP: 4,845 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Bangor
WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP; 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou
WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston
WCOU-FM (Am: WCOU)
National Rep.: Devney-O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis
WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

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FM STATION KEY (Continued)

Baltimore

WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz

WCAO-FM (Am: WCAO)
National Rep.: Heritage Stations
Counties: 23

WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op

WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl

WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace

WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster

WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw

WBOS-FM (Am: WBOS)
National Rep.: Weed
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk

WCOP-FM (Am: WCOP)
National Rep.: Heritage Stations
Counties: 12

WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw

WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr

WUPY
Counties: 25
Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ

WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shv, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Fitchburg

WFGM-FM (Am: WFGM)
ERP: 20,000 w
Prog. (Dup./Sep.)

Plymouth

WPLM-FM (Am: WPLM)
National Rep.: Breen-Ward
ERP: 20,000 w
Prog. (Dup.): Con, s-cl, nws, wthr, sprts

Springfield

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st

WLDM
National Rep.: Walker-Rawalt
Counties: 27; ERP 165,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop st

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, flk

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
National Rep.: Thomas F. Clark Co.
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Stations
Counties: 5; ERP: 9.7 kw
Prog. (Sep.): Cl, con, op, s-cl, jz

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 50 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KBEY-FM (Am: KBEY)
National Rep.: Avery-Knodel
ERP: 17 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.): Op, s-cl, pop, st, shw

KCJC
National Rep.: Modern Media
ERP: 63 kw
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

FM STATION KEY (Continued)

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMO-FM (Am: KCMO)
National Rep.: Katz
Counties: 54; ERP: 65,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KPRS (Cp applied for)
National Rep.: John Pearson
ERP: 18 kw

KXTR
National Rep.: Walker-Rawalt
Counties: 18; ERP: 58,200 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, con, op, flk, jz

WDAF-FM (Am: WDAF)
National Rep.: Edward Petry
ERP: 35 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.)

St. Louis

KADI (Am: KADY)
National Rep.: Broadcast Time Sales
ERP: 24,700 w
Prog. (Sep.): St, s-cl, shw, cl, nws

KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw

KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KRFD-FM
Counties: 94; ERP: 97,400 w
Prog.: Jz, st, sprts, nws, intvw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

(FOR ABBREVIATIONS, SEE BOX, P. 11)

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

Scottsbluff

KNEB-FM (Am: KNEB)
National Rep.: Hal Holman
Counties: 12; ERP: 6,900 w
Prog. (Sep.): Cl, con, s-cl, st, shw

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 15.2 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, OXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WBUF
Counties: 15; ERP: 100,000 w
Prog.: Music, rel, educ

WWOL-FM (Am: WWOL)
National Rep.: Heritage Stations
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Cl, con, op, jz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Rochester

WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

Syracuse

WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 1,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

FM STATION KEY (Continued)

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 41; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 27 kw
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 19 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
ERP: 20,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Piqua

WPTW-FM (Am: WPTW)
Counties: 26; ERP: 35,600 w
Prog. (Sep.): St, shw, spts, wthr, nws

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

WTOL-FM (Am: WTOL)
ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 22; ERP: 50 kw
Prog. (Dup.): Cl, s-cl, spts

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties. 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

FM STATION KEY (Continued)

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
National Rep.: Frederick W. Smith
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Frederick W. Smith
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

(FOR ABBREVIATIONS, SEE BOX, P. 11)

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network

ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WPRO-FM (Am: WPRO)
National Rep.: John Blair
Counties: 19; ERP: 15,000 w
Market Pen.: 35.7% (Pulse)
Prog. (Sep.): S-cl, cl, st, shw, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Frederick W. Smith
ERP: 840 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Dup.): Nws, wthr, intvw, cmty, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
National Rep.: Walker-Rawalt
Counties: 53; ERP: 18,000 w
Prog.: Cl, con, s-cl, jz, shw

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)
National Rep.: Heritage Stations
Counties: 5; ERP: 6,600 w
Prog. (Sep.): Cl, s-cl, con, shw, op, jz

Nashville

WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
ERP: 30,000 w

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

FM STATION KEY (Continued)

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

SINCE 1956
KHFI-FM
AUSTIN, TEXAS
WRITE FOR THE
SOUTHWEST'S MOST EXCITING FM SUCCESS STORY
P.O. BOX 4504
AUSTIN, TEXAS
Rep: Good Music Broadcasters, N. Y.

Houston

KFMK
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP; 3 kw
Prog. Pop, cl, s-cl, shw, op

Pampa

KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
Counties: 24; ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Marion

WMEV-FM (Am: WMEV)
ERP: 3,400 w
Prog. (Dup./Sep.): Music, nws, sprts

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 20; ERP: 37,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

SAN ANTONIO'S MOST POWERFUL FM STATION
KEEZ FM

FM STATION KEY (Continued)

Staunton

WAFC-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP; 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)
National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wousau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts,

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

LIBRARY-RES DEPT
NATL ASSN OF BRDCSTRS
1771 N ST N W
WASHINGTON 6 D C SUB 1
USR D5-19-55-1375-21R

QUALITY PROGRAMING
IN STEREO
FOR
QUALITATIVE AUDIENCE
KLSN
SERVING
SEATTLE-TACOMA
AND ALL OF WESTERN WASHINGTON
Call Walker-Rawalt

AUGUST 1961

U.S. RADIO

MRS L K ALDRICH-LIBRN
NATIONAL ASSN-BRDCSTNG
1771 -N- ST N W
WASHINGTON D C
USR D5-19-91-2815-83

ON-THE-AIR EDITORIALIZING

Part 1 of a two-part series on broadcasting in the public interest

Food: radio's $76 billion question

Joe Culligan updates his radio thinking

Why Keyes Fibre is a silent sponsor

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

OFFICERS: Norman R. Glenn, *editor/publisher;* Bernard Platt, *executive vice president;* Arnold Alpert, *vice president/assistant publisher;* Elaine Couper Glenn, *secretary/treasurer.*

EDITORIAL BOARD: Norman R. Glenn, Arnold Alpert, John McMillin, Jane Pinkerton.

EDITORIAL: Jane Pinkerton, *managing editor;* Mary Lou Ponsell, *senior editor;* Barry Mallin, *assistant editor;* W. F. Miksch, *contributing editor;* Maury Kurtz, *art editor.*

ADVERTISING: Sal Massimino, *business manager;* Shirley Allison, *administration production;* (Los Angeles) Edith K. Whaley, 216 S. Vermont, DUnkirk 7-6160; (San Francisco 11) Whaley-Simpson Co., 700 Montgomery Bldg., SUtter 1-4583.

U.S. RADIO

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17 **EDITORIALIZING ON THE AIR** / *part one in a two-part series on broadcasting in the public interest shows station profiles, patterns*

22 **WHAT JOE CULLIGAN THINKS OF RADIO TODAY** / *the former head of NBC Radio, now with Interpublic, reminisces on radio and predicts its future*

25 **RADIO'S DESTINY: CREATIVE CONSIDERATION** / *Clifford Barborka, president of the new Better Broadcast Bureau, asks for creative upbeat*

28 **FOUR RADIO PRONGS NEED SHARPENING** / *Blair Vedder Jr., v.p., media director, Needham, Louis & Brorby, outlines radio's "wrongs" to broadcasters*

30 **CAN A SPONSOR BE SILENT AND SELL?** / *the answer is "yes", says Keyes Fibre, which promotes community image on radio without commercials*

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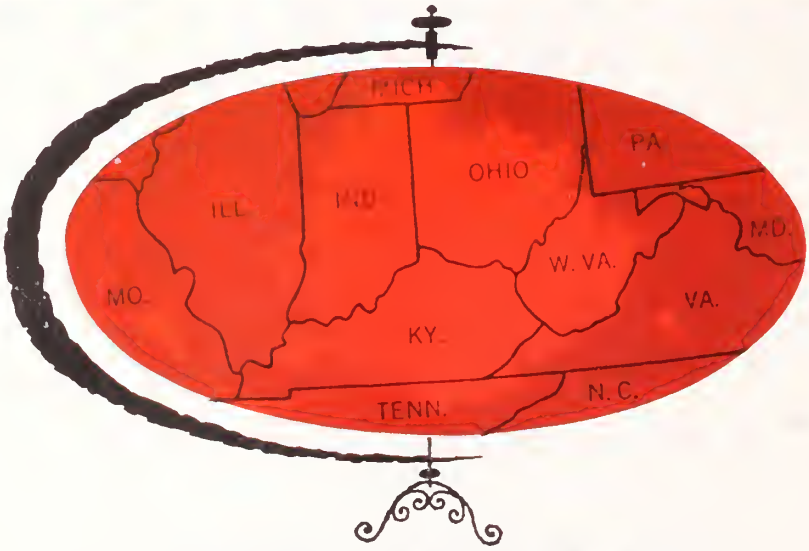
BPA MEMBER OF BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS INC.

U. S. Radio is published monthly by Air Media Inc., at 3110 Elm Ave., Baltimore 11, Md. Editorial and business offices at 40 East 49th street, New York 17, N. Y., telephone MUrray Hill 8-0475. Copyright 1961 by Air Media Inc. Accepted as controlled circulation at Baltimore, Md.

WLW RADIO now



NOW REACHES OVER 100,000 HOMES

. . . 91% ADULT AUDIENCE

PER AVERAGE ¼ HOUR 6 AM TO 6 PM

WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position — second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative . . . you'll be glad you did!

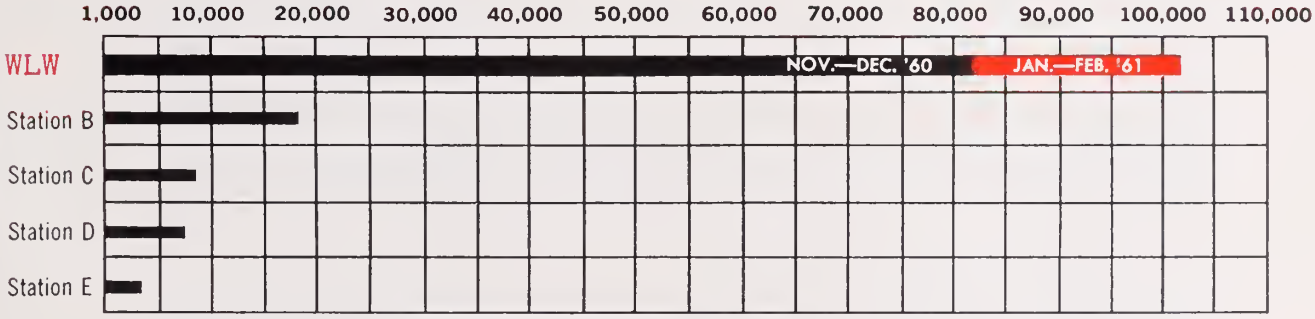
number ONE in Cincinnati

number TWO in the nation

in total audience per average ¼ hour 6 AM to 6 PM

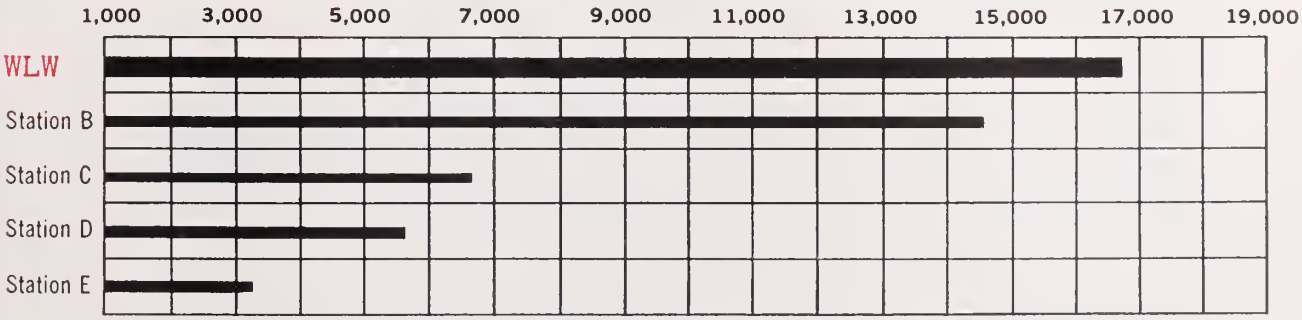
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



WLW Radio Nation's Highest Fidelity Radio Station · Crosley Broadcasting Corporation

SOUNDINGS
news & interpretation

ALL-CITY RADIO PRESENTATION is being shown this month in six major-market areas by station members of the **San Francisco Radio Broadcasters Assn.**, a unique cooperative sales and promotion enterprise which hits hard on the value of saturation radio to cover the entire marketing Bay Area. Their theme: The best way around San Francisco is with radio. Showings are slated for that city as well as Los Angeles, New York, Detroit, Chicago and Philadelphia. Key pitch-man is Homer Odom, SFRBA president and v.p. of KABL San Francisco. Preview of the slide presentation in color was shown by CBS' Maurie Webster in New York the first week of August. Project shows **pluses to be gained by cooperative selling** among five major station competitors in touting the advantages of their market to agencies and clients.

BUSINESS IS BETTERING in all parts of the country. Radio stations report billings are rising and new account activity as well as new sponsors are commonplace in most sections. Among the purveyors of such good radio news: **KABC Los Angeles,** where V.P.-Manager Bob Hoberman says second-quarter billings represent the **biggest sales** total in the station's 17-year history; **KNX Los Angeles,** where Sales Manager Gordon Mason has tabbed as **highest volume in seven years** a similar second-quarter figure, and **KSDO San Diego,** where June business is **highest ever tabbed** by the station since its joining the Gordon Broadcasting group two years ago. Week ending July 1 at KSDO found 20 new sponsors signed, says Manager Joseph Miller.

DOLLAR POSITION of radio stations dipped a bit last year but still holds significant profit margin for owners. New National Assn. of Broadcasters summary shows average **radio station earned 7.6%** before federal taxes last year, contrasted with the '59 margin of 7.7%. (This compares with tv, which rose for those years from 14.3% to 15.4%.) NAB's James H. Hulbert says typical radio facility showed **5.6% gain in revenue, 6% hike in costs.** "Radio stations in larger markets experienced a reduction in profits, while those in smaller market areas showed a slight increase."

BILLBOARD ADVERTISING, hit hard in the past few years, gets another body blow from RAB. Latest summary shows consumer attitudes comparing billboards and radio draw a **pattern for radio** of (1) telling about new products better, (2) creating more interest in products, (3) making customers feel more favorably toward an advertising product and (4) better reminding consumers to buy. Timeliness of the survey coincides with peak automobile traffic during the recreational and vacation months in the summer when car listening peaks.

HYPOED PROMOTION for stations is the order of the season as broadcasters anticipate renewed interest and rising business. One strong move in preparing for **more dollar signs** in the entry column has been made by WLEE Richmond, Va., which is asking one of the two top radio stations in each of the leading 75 markets to cooperate in a **mutual sales promotion effort.** Elements in it: exchange a detailed report on all "unusual or successful sales ideas, sales or station promotion schemes, contest and program ideas" in the preceding month.

MUTUAL PRES. BOB HURLEIGH, in a fact-filled press confab in New York, pointed to some marked audience trends for his radio network this year. January through May total audiences for all four radio networks, he said, remained constant but this same **audience has been "redistributed."** The shake-up has been to Mutual's gain, he noted, reporting a **23% rise** in over-all per-broadcast average audiences. The five-month comparison, MBS reports, puts the network in "third place in attracting audiences" and in the single month of May MBS "came within 5,000 listeners of moving into second place."

ABC RADIO, with another network view and an encouraging sales position, said **$2 million** in third-quarter billings "point to the most successful year in the recent history of the network" and indicate a **sales gain of "at least 33%"** for the July 1 through September billing period. So says Jim Duffy, national sales manager, who adds "We have reason to believe the upward trend will continue throughout the fall and winter season." Among the gains: sales of Don McNeill's "Breakfast Club" are up 24% from the same period last year; news and sports programs, up 15%.

ONE-STOP RADIO is the new concept of Gerold O. Kays, board chairman of Friendly Frost Inc., licensee of New York's new WTFM fm facility which begins operations next month in a glass-enclosed studio building on Long Island. The **"welcome visitors" sign** will be out, with residents invited to see the 20-story transmitting tower, recording studios and a sound salon which will feature custom high fidelity and music systems, fine furniture, paintings, sculpture and other art objects. Announcer staff and music selections will tie in with this sophisticated continental theme, with international selections of music now being scouted by a station team in Europe.

STEREO FM continues to make headlines—in the trade as well as the consumer press. Among news of the month were key reports quoting **John F. Meagher,** NAB v.p. for radio, and **FCC Chairman Newton Minow.** Said Minow: "Fm stereo offers a new kind of listening pleasure." His comments were circulated in the Electronic Industries Assn. booklet released at a stereo symposium sponsored in conjunction with the Music Show in Chicago. Meagher, discussing the "potential bonanza" of stereo fm sales at the same Chicago meeting, said "Fm licensees are going to be very reluctant to embark upon stereo without full assurance of full cooperation from distributors and dealers." **Cooperation among manufacturers, distributors** and broadcasters is essential, he said, in assuring the full development of the medium.

NEXT MONTH:

Part 2 of U. S. RADIO's special report on **broadcasting in the public interest** will appear, with emphasis on the news and public affairs aspects based on analyses of industry reports and of questionnaires sent to radio stations. There'll also be a rundown on **seasonal campaigns** which move into radio during the fall and a detailed report from **Nationwide Insurance Co.,** which currently is launching an intensive network and spot radio campaign. Complementing the report on service to the public will be a rundown on new service for broadcasters: **Broadcast Clearing House,** offering automated buying and billing.

RADIO'S REACH /AUGUST 1961

AM STATIONS ON AIR*	3,602
FM STATIONS ON AIR*	889
SETS MANUFACTURED**	1,196,949
RADIO SETS IN USE†	156,394,000
CAR RADIOS††	42,600,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air at the end of June is 3,602, an increase of 12 stations over the previous month. Applications pending total 519, while 155 stations are under construction.

FM STATIONS ON AIR: The total number of fm stations broadcasting at the end of June number 889, representing an increase of 18 stations over the previous month. There are 69 applications pending and 203 stations under construction.

SETS MANUFACTURED: Total radio output in May is reported at 1,196,949 sets (latest available figures), a jump of 72,025 sets above the previous month. Auto radios produced number 408,875, while fm radios number 49,705. Total radio production for the year-to-date is 5,911,027. Retail sales, excluding auto radios, show a rise of 142,127 sets above the April figure, totaling 745,616. Total set sales for the year through the end of May are 3,449,834, or 274,365 more than for a comparable period last year.

SPOT SALES: National spot radio sales for the first quarter of 1961 are estimated at $40,805,000, a decrease of 7.9 percent over the estimated 1960 total of $43,805,000. Estimated gross time sales were released by the Station Representatives Association last month in a report based on compilations of Price Waterhouse Co. Preliminary estimates for the second quarter ending June 30 indicate considerable improvement in national spot billings, according to Lawrence Webb, managing director, SRA. The estimated time sales are subject to revision upon the release of official FCC figures for the year 1960.

NETWORK SALES: Liggett & Myers Tobacco is the top network advertiser in terms of total home broadcasts delivered for the four weeks ending June 4, according to A. C. Nielsen Co.'s latest available figures. L&M delivered 313 broadcasts for a total home delivery of 141,091,000 broadcasts. In second place is Chevrolet with 218 broadcasts and a total of 123,039,000 home broadcasts delivered. Following in third, fourth and fifth places are R. J. Reynolds Tobacco, Standard Brands Inc. and the Mennen Co. Topping the list for commercial minutes aired is Chevrolet with 200, and total commercial minutes delivered, 106,809,000. Liggett & Myers is second with 240 minutes aired and 100,133,000 minutes delivered. Standard Brands, Mennen and Pharmaco Inc. follow in third, fourth and fifth places. ■

*FCC, June. **EIA, May. †RAB estimate, June 1960. ††RAB estimate, July 1961.

TIMEBUYS

AMERICAN HOME FOODS

Agency: *Young & Rubicam Inc. New York*

Product: CHEF BOY-AR-DEE ITALIAN FOODS

Lack of available funds forced the agency to switch part of its advertising budget from television to radio for Chef Boy-ar-dee Italian foods. Schedules, which began in late July, have been placed in several major markets scattered throughout the country. Some will run through September and the remainder will continue until the end of the year. Frequencies range from 10 to 15 per week for the minute and 30-second announcements. Housewife times—late morning and early afternoon—carry the bulk of the commercials. Timebuyer is Tom Viscardi.

AZCO

Agency: *McCann-Marschalk, Cleveland*

Product: MANURE SPREADERS

A one-month campaign beginning in the middle of August opens for the New Idea Farm Equipment division's line of manure spreaders. The drive will saturate rural markets. Timebuyer is Rosaly Goudek.

(For further information on farm market buys see Hess & Clark and J. I. Case Co.)

BURLINGTON INDUSTRIES INC.

Agency: *Donahue & Coe Inc., New York*

Product: SUPPORT HOSE

The textile manufacturer is expected to launch a 57-market campaign in early September for its Support Hose line. The drive will probably run for about nine weeks. Timebuyer is Gerald Melum.

J. I. CASE CO.

Agency: *Western Advertising, Racine, Wisc.*

Product: FARM IMPLEMENTS

A seven-week campaign that began in early August is grinding out for the manufacturer of farm equipment. The announcements concentrate on selling the company's line of tractors. Frequencies run about 10 commercials per week with rural markets getting all the business. Charles Wright is the timebuyer.

CREAM OF WHEAT CORP.

Agency: *BBDO, Minneapolis*

Product: CEREAL

In preparation for a full-scale campaign in the fall, the cereal maker has purchased short schedules for July and August in about 50 markets. The schedules run from Monday to Friday at the rate of about five per week. Two to three stations per market are broadcasting the 20s and 30s during the day and traffic times. Timebuyer is Betty Hitch.

J. H. FILBERT, INC.

Agency: *Young & Rubicam, New York*

Product: MRS. FILBERT'S MARGARINE

A 12-market campaign along the eastern seaboard was launched for Mrs. Filbert's Margarine in mid-July. The drive will continue for about six weeks, using minutes during daytime hours. Timebuyer is Gene Camoosa.

HESS & CLARK

Agency: *Klau-von Pietersom-Dunlap, Milwaukee*

Product: POULTRY AND SWINE FEED ADDITIVE

Schedules running through the summer and fall were placed by the animal products company for its nf-180 feed additive for poultry and swine. Rural areas with large concentration of those animals have received the schedules. Timebuyer is Ed Ritz.

NATIONWIDE INSURANCE CO.

Agency: *Ben Sackheim, New York*

Product: AUTOMOBILE INSURANCE

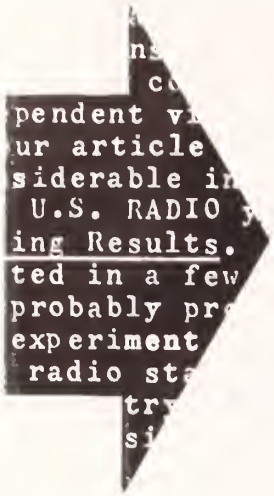
The insurance company has moved full force into radio to push its auto insurance with the bulk of a $350,000 advertising budget earmarked for 237 stations throughout the country. The campaign began in late July and will run for about two months. The commercials will stress the results of a recent survey which showed that 90 per cent of Nationwide's more than two million policy-holders renew their coverage with the company. Dick Goldsmith is the timebuyer.

REXALL DRUG CO.

Agency: *BBDO, Los Angeles*

More than 100 markets on the ABC, CBS, MBS, NBC and Keystone networks will carry commercials this fall as part of Rexall's "one-cent sale" promotion. One of the largest single promotions in the company's history, the "one-cent sale" is one of five major campaigns planned by Rexall for the latter half of this year. No word yet on the company's radio plans for the other campaigns.

Continued on page 11



LETTERS

CORRECTION

We have read with much interest in your July issue the article entitled *Radio: Rx For Winter Drug Clients* and note in this article that it has twice mentioned our use of radio.

We just want to correct one impression, however, for in listing Chap Stick with other proprietaries using radio you refer to it as "a truly wintertime item."

Chap Stick is also truly a summer item for those who love the great outdoors, and for the past two months we have been using NBC's *Monitor* to tell them so. This is our second summer season on *Monitor* and our campaign this year on that medium was double that of last summer.

I just thought I would like to set the record straight.

EVERETT BOND
Vice President
Chap Stick Co.
Lynchburg, Va.

TEEN MARKET

Just today, I was looking over the June 1961 issue of U.S. RADIO, and came across an article that I think is exceptionally good. This article, *$10 Billion Teen Market—and Radio Owns Them*, begins on page 35.

I would like very much to have five tear sheets of this article. In the event this isn't possible at this late date, I would like very much to have five duplicate copies of the entire magazine.

JOHN P. STRENGTH, JR.
KECK
Odessa, Tex.

WHY DETROIT LOVES RADIO

Please send us 10 copies of your June edition of U. S. RADIO, or, preferably, 10 reprints of the article *Why Detroit Loves Radio.*

You are doing a good job with U. S. RADIO. It has become a part of my regular reading habit.

ED CARROLL
President
WGAD
Gadsden, Ala.

SUMMER RADIO

We are very much interested in an article which appeared in the June issue of U. S. RADIO beginning on page 45, entitled *Summer Radio, Big Auto Tune-in for Sponsors.*

We would appreciate receiving 10 reprints of this article.

J. A. LUCAS
J. A. Lucas Co.
Los Angeles

PREDICTION

Your objectives are high, but I predict you're going to reach and surpass them. Lots of luck to you.

CECIL WOODLAND
General Manager
WEJL
Scranton, Pa.

THOUGHTFUL

I appreciate your thoughtfulness in sending me a personal copy of U. S. RADIO under the new format. Congratulations on the continued success of your fine publication,

ROBERT W. SARNOFF
Chairman of the Board
National Broadcasting Co.
New York

IN AGREEMENT

I am looking forward to U. S. RADIO's new emphasis and, as a long-time subscriber, I wish you much more success. I am in accord with your announced policies.

ARCH HARRISON, JR.
Program Director
WFVA
Fredericksburg, Va.

"GUTS"

I'd like to congratulate you folks on your "Minow" editorial. It takes a certain amount of guts to stand up and be counted these days, and most of us are content to grumble to ourselves. U. S. RADIO increasingly appears to be the voice of the industry.

JUD ROBERTS
Manager
KBIM
Roswell, N. Mex.

$650,000 SUCCESS STORY

Your staff did a fine job on the article in the June issue, *$650,000 Success Story,* which we feel exemplifies radio's great but often unsung potential.

G. COMTE
General Manager
WTMJ
Milwaukee

TIMEBUYS

Continued from page 9

STANDARD BRANDS INC.

Agency: *Ted Bates & Co., New York*

Product: BLUE BONNET MARGARINE

In the second of a series of radio tests, a 13-week drive will open for the spread on August 28. Schedules have been purchased in 15 major markets in the southeast. Frequencies for the minute and 30-second ets range from 50 to 75 per market. About three or four stations will be used in each market. Bill Abrams is the timebuyer.

STANDARD TRIUMPH MOTOR

Agency: *DCS&S, New York*

Product: MOTOR CARS

A 26-market drive, centering on the east and west coasts, opened for the automobile manufacturer in early August. The schedules, using minutes during traffic times, will continue for about four to eight weeks. Timebuyer is Don Miller.

STERLING DRUG INC.
GLENBROOK LABORATORY DIVISION

Agency: *Dancer-Fitzgerald-Sample Inc., New York*

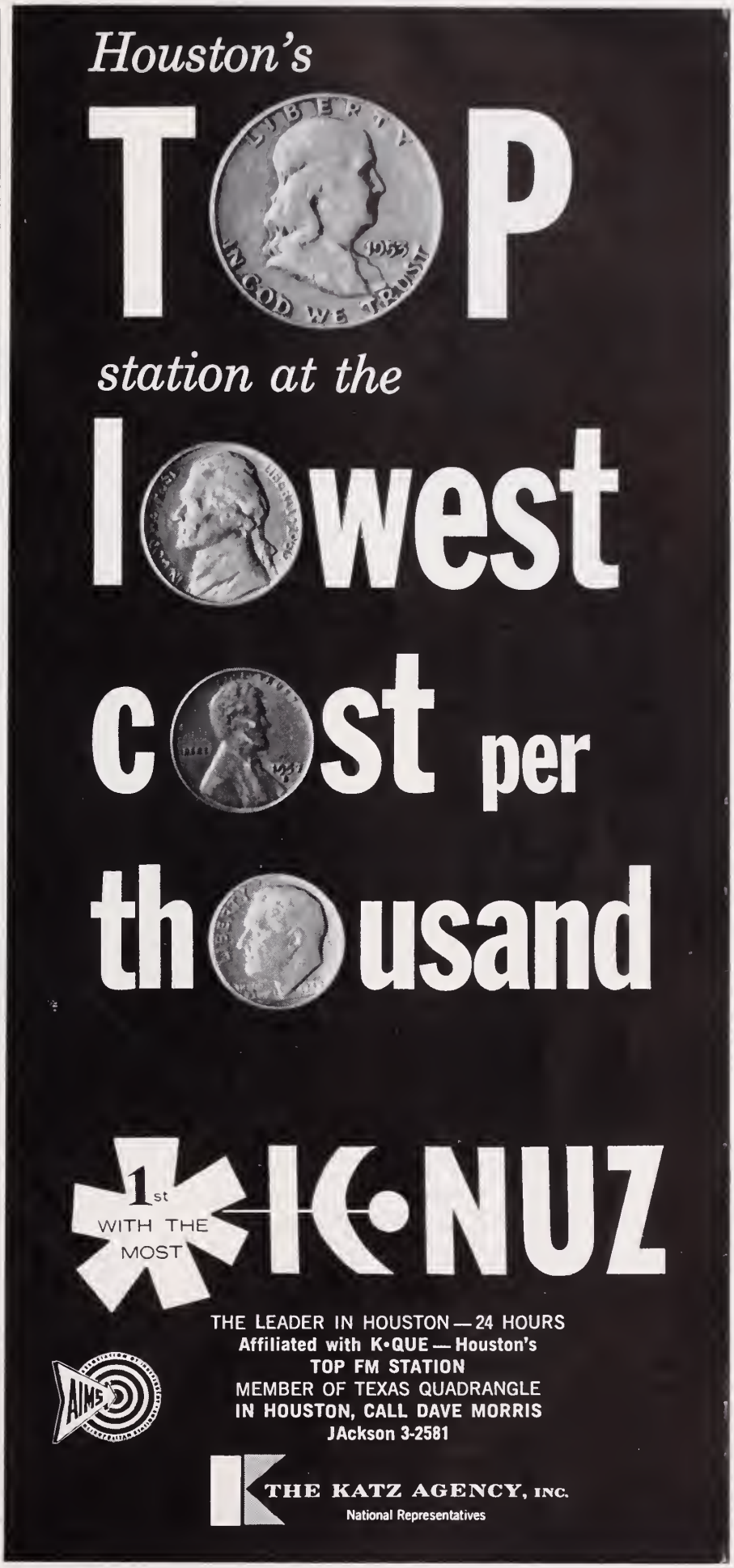
Product: ENERGINE CLEANING FLUID

A 12-week campaign that began in the middle of July and is expected to run for about 12 weeks is scouring the country for the cleaning fluid. A total of 15 markets are involved in the drive. Commercials are all minutes. Timebuyer is Fred Ducak.

SUPERMARKETS AND FOOD PRODUCTS

Agency: *Co-Ordinated Marketing Agency, Inc., New York*

A number of supermarkets and food manufacturers, including Safeway, Daitch-Shopwell, Dugan Brothers Bakers, Dorman Endicot cheese, Treat potato chips, Ehlers coffee, Aunt Millie's sauces, Joyva Food Corp. and French-import Bon Bel cheese, will soon switch to radio in a saturation campaign along the east coast. For full details see *Foods: Radio's $76 Billion Question* page 13. ■



ROBERT E. EASTMAN

President, Robert E. Eastman & Co.
Winner of the August Silver Mike Award

In 1937, a young graduate of Ohio Wesleyan University landed a job at NBC as a page boy. A bass soloist in his college choir, he wanted to make singing his career. In those days NBC had the Page Boy Quartet, occasionally heard on the network. He made the quartet but not the career. For Robert E. Eastman, 48, now president of the representative firm bearing his name, chose a career in radio that applied his bass voice to salesmanship instead.

His rep firm, which represents radio station exclusively, is thriving with 43 busy accounts. It celebrated its third anniversary in June by moving into newly decorated offices at One Rockefeller Plaza.

Eastman is as enthusiastic about his company's future as he is about the prospects for radio. "Radio is on the threshold of tremendous growth," he says. "In the next five to 10 years, spot radio volume may reach the billion dollar level."

Eastman's projection is not a wild guess; it is based on 24 years of experience in both network and spot radio sales. He got his start in network.

Three months after joining NBC as a page, he took an announcers' audition; but the network gave him a title—assistant eastern local program manager—and a salary—$25 a week. Eastman took both, turning down an offer to sing for $90 a week.

In 1940, NBC Spot Sales tapped him for a selling job. He stayed one year and then, still with NBC, become the only local salesman for WEAF and WJZ New York, flagship stations of the Red and Blue networks.

ABC Spot Sales was formed the following year, and Eastman left NBC to join its sales force.

His long-term association with national spot radio continued the following year, when Eastman joined John Blair & Co. He had risen to executive vice president in charge of radio for Blair, when, in 1957, Leonard Goldenson, president of the American Broadcasting Co., offered him the post of president, American Radio network.

Back in network with his colleagues at ABC, Eastman fashioned far-reaching plans to reorganize and vitalize network radio. But that summer their progress was interrupted and eventually halted by an ironic, isolated development—the Asiatic flu. ABC, dependent on revenues from American Broadcasting-Paramount Theatres Inc., the parent company, was caught short of funds; the flu scare forced scores of movie-goers to stay home and theatre revenues dropped markedly.

In April, 1958, Eastman resigned from the network, and set to work making some plans of his own. He transferred his office and installed a business telephone in his home in Waccabuc, N.Y. The first telephone call came from Dick Buckley, then president of WNEW New York. Would Eastman represent his station? His next call was from John Box Jr., president of the Balaban Stations Inc. Would he represent WIL St. Louis and WRIT Milwaukee?

Eastman gave the requests a week's thought. His affirmative answer put him into the radio rep business by June 2. He still has the two Balaban stations among his total of 43, but WNEW last spring announced it would represent itself directly to national advertisers.

Robert Eastman is obviously a man who loves his work. A combination of imagination and hard work has made radio work for him. He is constantly looking for better ways to sell the medium. His most recent contribution is a radio presentation he plans to show to decision-makers in agency and client ranks. He thinks now is the time to break it—with long range goals in mind. "It is significant," says Eastman, "that there is now a growing awareness among agencies and advertisers that they have been missing something in spot radio; they have not understood its basic appeal and how to use it." But they want to understand and use it, he says, and hopes that his radio presentation will be as much an educational force as a selling implement. ■

Switch to radio is move of Lester Wolff, l, whose Co-Ordinated Marketing Agency, N.Y., is moving most of its $8 million food billings to radio from papers. At r, Harry Taxon, g.m., Daitch-Shopwell.

FOODS: Radio's $76 billion question

How can radio get a bigger share of food advertising budgets? Some professionals in the field give their answer.

Food is the Number One retail business in America. It boomed right on through recession-ridden 1960 to an all time peak of about $76 billion in total consumer spending, which should pass the $78 billion mark by this year's end and push right on up to a staggering $105 billion by 1970.

And food is both a joy and concern to radio.

The joy arises from the fact that national and regional food advertising tops all other product categories in radio investments.

The concern stems from the awareness that it still is not enough. Of an estimated $500 million spent annually by national and regional food advertisers, television gets about half, newspapers about a quarter, while radio and magazines share the remaining quarter —with radio getting the smaller wedge. It is a situation that puzzles not only the radio industry, but many knowledgeable persons in the food business.

Why, they ask, is radio's economy and proven reach not being put to better use by many food advertisers?

BOTH PRODUCTS AND STORES ARE TURNING TO RADIO

Paul S. Willis, r, president of Grocery Manufacturers of America, foresees U. S. food business of $105 million in 1970. With him is Carl Shaver, president, International Supermarkets, with whom he discusses upcoming international food fair.

"Talk personalities," both local and network, are used by many products in their radio efforts. Here Richard Herrle, r, brand manager for Nestle Decaf, talks food retailing with CBS Radio star Garry Moore.

The fault is partly radio's for too often concentrating its pitches at the national advertiser level before first selling itself to the local food retailers. The rest of the blame rests with the advertisers who too often are torn between an "ancestor worship" of newsprint or a complete surrender to the blandishments of television.

At any event, two recent developments hopefully point to a better future for radio in the food advertising field:

- **In New York City,** an agency specializing in both supermarkets and in packaged food products and which for its 17 years has put most billing in newspapers, is now switching the major share of its $8 million billings to radio.
- **In New Haven,** a research institute turned up the rather astonishing fact that children and teenagers (although they are the chief consumers of the heavily tv-promoted breakfast cereals) show practically no awareness of cereals' value for health —an indication that television may be a little stronger in glamour for the advertiser than in communication to the public.

The New York shop that is leading nine of its food product and supermarket chain clients into radio is the Co-Ordinated Marketing Agency, Inc., of 575 Lexington Ave. (See first page of this report.)

The move is by no means a haphazard one; it is based on the successful results of a series of radio tests conducted last summer by the agency in New Jersey, New York and Connecticut markets. Safeway Stores, one of the agency's supermarket chain clients, reports a 20% increase in sales volume since it has gone into radio.

The other Co-Ordinated Marketing food clients who are about to join Safeway in saturation radio along the East coast are Dugan Brothers Bakers, Daitch-Shopwell supermarkets, Dorman Endicot cheese, Treat potato chips, Ehlers coffee, Aunt Millie's sauces, Joyva Food Corp. and French-import Bon Bel cheese.

Behind the switch to radio is the conviction (and the proof) that image-stressing is the key to success

in the highly competitive food business. Radio will be used for institutional advertising to build the food product and store images; only the pricing data will be left to the newspapers.

"Standing out from the crowd," says Lester L. Wolff, president of Co-Ordinated Marketing, "is becoming the prime objective of the food industries. Competition is keener than ever at the retail level. As a result, price differentials are less pronounced. One store is cheaper today, another tomorrow. But there is no significant difference in most cases.

"To bring in business today," says Wolff, "a food outlet must rely heavily on its service personality, on the positive attitudes which a patron has towards it. Our tests last summer showed that local radio spots provide the best results for supermarkets."

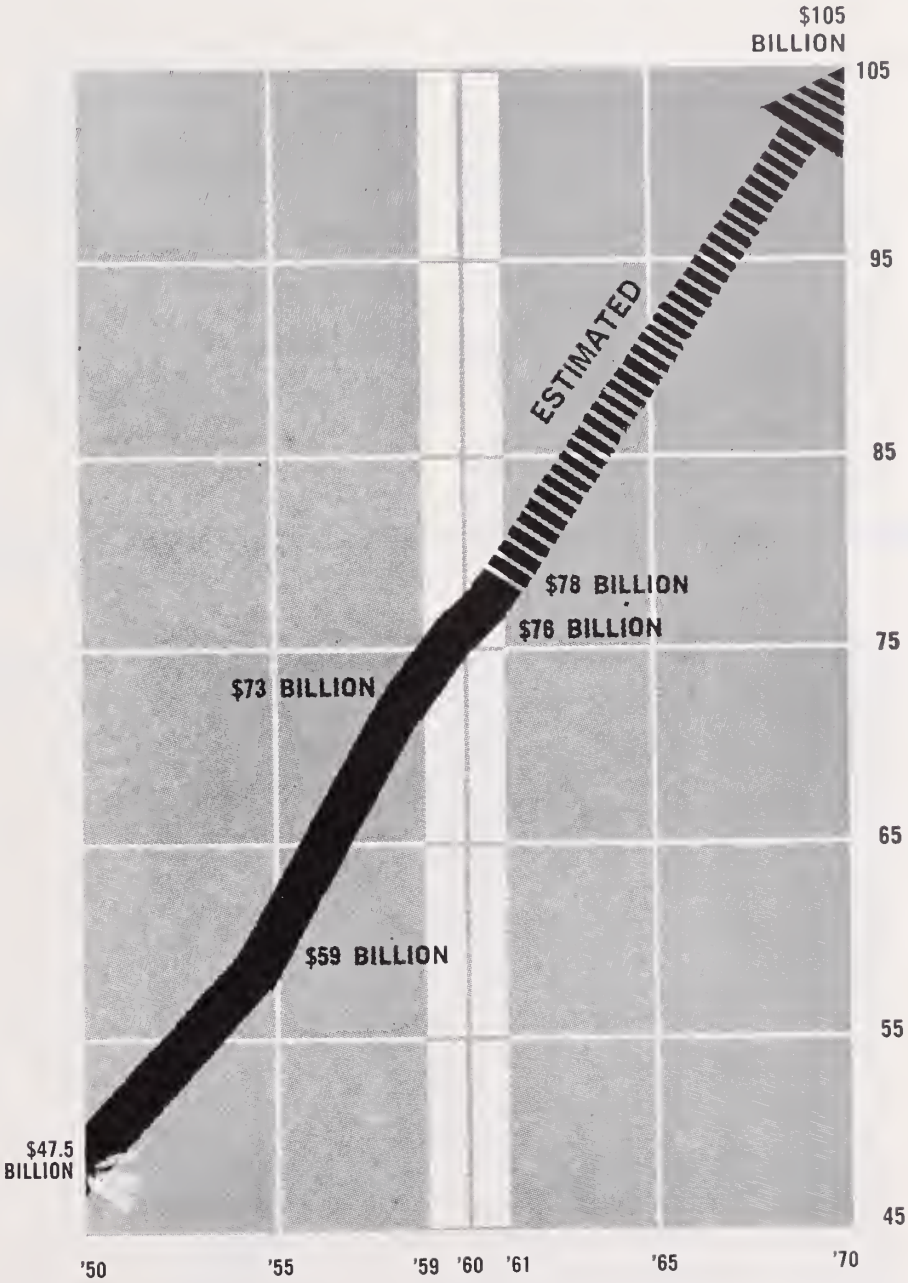
Since supermarkets are the prime outlets for all food products (over 60% of all food sales are accounted for at supermarkets), it follows that the advertising medium which best serves the supermarket also serves the food manufacturer most profitably.

Wolff, who in addition to heading the agency also is consultant to a string of retail food and drug concerns in the New York area doing over $1 billion a year, believes radio will soon become the primary medium for food retailers and for food manufacturers who are building a company image. He points to radio's low cost per contact, its selected (housewife) audience, its frequency and flexibility, and the special advantages it offers retailers and food packagers in using local radio personalities as food salesmen.

On the food front, radio has acquired a valuable ally in Wolff and his Co-Ordinated Marketing Agency. His merchandising staff of nine men under Manager Nat Argento all are out of the retail food industry. Argento himself is a former food store manager.

In addition to heading the agency, Wolff, who was once a newspaperman, vaudeville entertainer and a camouflage expert during World War II, is executive director of the

RADIO'S FOOD $ POTENTIAL RISES SHARPLY WITH FOOD CONSUMPTION



Retail dollars spent on food in the U.S. are expected to more than double in the two decades between 1950 and 1970, Grocery Mfgrs. of America analyses show. Now $78 billion, sales might peak at $105 billion in nine years.

5,000-member New York Conference of Retail Grocers, marketing consultant to such supermarket chains as Associated Food Stores, Pioneer, Sunrise, Grand Union, Kings, Einhorn's, Fairmont, Kolhners, Dilbert Brothers, Daitch-Shopwell, as well as consultant to N.Y. State Food Merchants Assoc., N.Y. State Pharmaceutical Assoc., NBC and CBS.

Commercial copy now in the works for the various Co-Ordinated Marketing clients is soft sell, aimed at boosting store traffic and making both products and stores attractive to listening housewives. Both ets and live copy will be used, and announcements range in length from 10 seconds to minutes. They will run weekends as well as week days with probable heavying up on Thursdays and Fridays for end-of-the-week shopping.

The suspicion that money can't buy everything when it comes to food advertising was raised by the New Haven study of children's and teenagers' attitudes concerning their knowledge of and the value they place on various foods.

The study is by the John Slade Ely Center for Health Education Research, Inc., a non-profit and non-partisan organization which conducts research into the public's practices and attitudes regarding health. Associated with the Ely Center is Better Broadcast Bureau, Inc., of New York, which is able to direct some of the organization's findings, especially in the mass-consumed food and drug areas, to the top echelon of American corporations and advertisers.

In this latest study, the Ely Center found that the mass media approach of many of the country's largest food companies apparently is not doing the intended job, despite the lavish expenditure of ad funds on highly expensive media. In such heavily tv-promoted items as cereals, the largest group of consumers—children and teenagers—recorded negligible awareness of their value for health.

When queried on what foods they considered important for "health, strength and mental ability," teenagers showed only fractional awareness of cereals, while children showed virtually none. Categories such as meats, milk and vegetables accumulated heavy response.

At present, the Better Broadcast Bureau has placed the findings in the hands of a major food advertiser together with a proposal on how radio can become an integral part of the total advertising strategy and help establish the necessary awareness.

"Many major food advertisers are learning that the glamour of tv programing, the eye-appeal of a print color spread can be matched by the productivity of a well-conceived, comprehensive radio campaign," says Clifford J. Barborka, Jr., president of BBB.

Continued on page 48

Proof-of-purchase test shows Williamsport, Pa., clubwomen checking piles of grocery tapes and empties to WWPA in competing for Community Club Awards.

RADIO AND CCA MOVE CARLOADS OF FOOD

ABOUT 175 local groceries across the country along with scores of national food manufacturers have experienced dramatic proof of radio's potency as a food-seller during the past six years of an advertising-merchandising campaign called Community Club Awards.

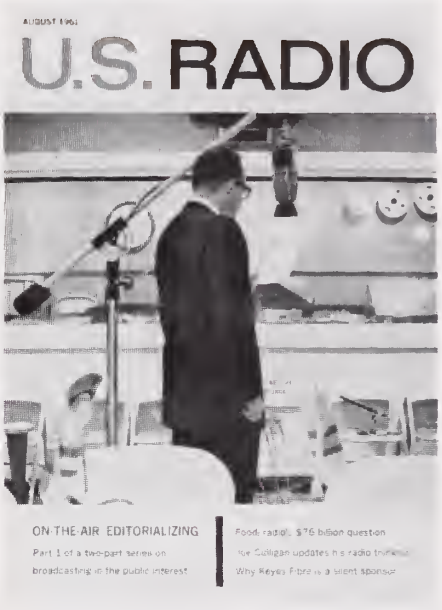
One 13-week campaign last fall, for example, on WGBS Miami, heaped up a "proof-of-purchase" pile that included: 72,897 Wise potato chip bags, 1,051,468 Coca-Cola bottle caps, 20,081 Orange Blossom fruit juice containers, 71,232 Velda Dairies milk cartons, and $3,347,837 in Food Fair supermarket cash register tapes.

Another CCA campaign last April on KMHL Marshall, Minn., resulted in an impressive mountain of "golden garbage" worth $7,961,590 before it became garbage, included over 50,000 Pepsi-Cola bottle caps and 40,000

Continued on page 48

1961 EDITORIALIZING

U. S. RADIO study shows striking contrast with NAB survey of 1958 on how, and how many, radio stations are now editorializing.



PART I OF A TWO-PART FEATURE ON RADIO'S PUBLIC SERVICE IN 1961

THE editors of U.S. RADIO have just completed what looks like a most significant sampling of radio station editorializing.

Three years ago, at the 1958 Fall Conferences, the NAB asked stations to fill out a questionnaire indicating if they were editorializing regularly.

There were 46 replies in the affirmative, and of these stations by far the greatest majority had been editorializing for more than a year.

Recently, with the co-operation of leading station representative firms, U.S. RADIO queried a sample of comparable size (62 stations) and found that 65% had begun editorializing since 1958.

In other words, there seems to be a rapid step-up in the rate at which stations are undertaking editorializing responsibilities—a fact which should encourage both the NAB and the FCC, which have long urged this development.

Of the 62 stations in the U.S. RADIO sample (see box on page 20) 30 indicated that they were now editorializing regularly, 32 occasionally.

There are 21 who say they began editorializing in either 1960 or 1961.

But such statistics, however comforting, do not begin to measure the vitality of the editorializing movement.

Responses to a U.S. RADIO question on the subjects of "your last three editorials" brought an astonishing variety of answers, ranging across such a broad scope as: behavior of Americans in Mexico, volcano eruption in Hawaii, whether beer should be sold in grocery stores, the first space shot, putting "vacant store windows to work," federal aid to education, and the depressed look of down-town areas.

A breakdown of subjects showed that roughly 49% were concerned with local issues, 16% with regional or state issues, and 35% with national issues.

Local subjects on which broadcasters took editorial sides included such topics as: the Lake Washington Bridge (KOL Seattle), city zoning (KYW Cleveland), school vandalism (WWDC Washington), a local bond issue for Houston (KNUZ Houston), Criminal Court relocation (WBBM Chicago), police and weapons (WKRC Cincinnati), the Manhattan power failure (WCBS New York), the reorganization of the city's government (KQBY San Francisco).

State and regional problems which command broadcaster attention included such diverse subjects as State Commission for Albany Rehabilitation (WTRY Albany-Schenectady-Troy), unemployment (KMOX St. Louis), the Indiana legislature (WXLW Indianapolis), an amendment to the Texas Constitution (KONO San Antonio) and narcotics laws (KTLN Denver).

On the national scene, four stations sent in editorials on the recent Tractors for Freedom movement (KRAK Sacramento, WICC Fairfield, WOAI San Antonio and KRUX Phoenix).

The post-war relationship between Germany and Israel was the subject of editorials on a number of stations including WMCA New York and WJTN Jamestown, N.Y. Communism was discussed on WDOK Cleveland and KQBY San Francisco as well as on many more.

Among more general subjects, broadcasting's equal time controversy got editorial treatment on KCBS San Francisco and on WWDC Washington, among others. WDSU New Orleans discussed violence on tv, and WKRC Cincinnati spoke against pacifists. WPBC Minneapolis took up the Berlin issue.

Typical of the diversity of approaches which even stations relatively new at editorializing are now using is the report from WSPD Toledo.

WSPD began its editorials on January 2, running them once weekly for the first six months of the year, and stepping up its schedule to five weekly on July 3.

Its last three editorial subjects have been (1) The need for industrial development of the Greater Toledo Area; (2) controversy between a State legislator and a Toledo hospital over an addition to the hospital; (3) the need for better candidates to file in the upcoming City Council election.

WSPD's Managing Director Reggie Martin writes: "We regard our editorializing as one of the finest moves we have ever made. Public reaction has been enthusiastically and overwhelmingly favorable."

Among the editorializing veterans, WJAG Norfolk, Nebraska believes it may have broadcast the first radio editorials on the air in 1922, and after 39 years is still going strong.

Its most recent editorials included these subjects: (1) freedom isn't free (4th of July); (2) the pros and cons of the 23rd amendment; (3) don't condemn broadcasting for the personal shortcomings of a few entertainers.

As to editorializing results, WTVN Columbus reports that a single editorial which ran five times on one day only, and branded the Tractors for Prisoners deal as "blackmail," drew 10,045 letters from listeners.

Some broadcasters such as Dick Gilbert, KYND Tempe, Ariz., have a record of editorializing which goes back many years and covers many

Most radio editorials concern local issues

Local or state politics and issues	23
Local civic issues	21
Federal government, politics and policies	17
Traffic, driving, parking, automotive safety	15
Young people, education, schools	12
Health	11
Recreation	11
Business conditions, issues	9
International subjects, issues	8
Ethics	5
Farming	4

According to replies sent to U.S. RADIO *in a recent questionnaire, 49% of current radio editorials are concerned with local issues, and 16% with regional and state problems. An analysis of 136 editorials picked at random showed this breakdown.*

stations. Gilbert claims such experience at WHN New York (now WMGM), KTYL Mesa (now KBUZ), and KPOK Scottsdale, Ariz.

Typical of stations which have recently joined the rush to editorializing are WSVA Harrison, Va., and WFBM Indianapolis, who have reported to U.S. RADIO that their editorial schedules were beginning in August.

At a majority of stations, editorials are delivered in person by the station manager or owner.

But this is by no means a universal custom. WPBC Minneapolis, for example, says that its efforts "have taken many forms." For a year and a half WPBC had a full time commentator whose sole function was to write three or four editorials a day on "any and all pertinent issues."

In addition, station President William V. Stewart has been on the air for 10 years with a 1 to 1:30 p.m. *Scrapbook* program in which he has broadcast editorial opinions. The station news editor, Bob Bradley, also editorializes "as the interest demands" on specific local, national or international issues. And Mrs. Beck Ann Stewart presents in *One Woman's Viewpoint* a series of one-minute statements on her own views.

WPBC also broadcasts via telephone recording opinions of listeners, and many stations go out of their way to present opposing viewpoints to those of station management.

One such example of this was the recent appearance on WBBM Chicago of Mrs. Margaret Mahoney, representing the United Property Group, to answer an editorial by General Manager E. H. Shomo on a proposed Garfield Park site. All CBS-owned stations make a policy of encouraging on-the-air rebuttal for their editorials.

The fact that alert radio station managements are not hesitating to take vigorous editorial sides in bitter community battles was born out by an incident last month in Miami. WAME seized on the firing of City Manager Melvin Reese, as an example of City Commission efficiency, and blasted the commissioners with 10 editorials a day, calling them guilty of "political railroading" and "power politics of the worst sort."

A few of the many broadcasters who editorialize regularly

Simon Goldman, WJTN Jamestown, N.Y.

R. Peter Straus, WMCA New York City

Manny Slater, KRAK Stockton, Cal.

E. H. Shomo, WBBM Chicago

Literally hundreds of thoughtful and responsible radio station operators are now editorializing on a regular basis. Shown here are four who were selected only to illustrate that radio editorializing is vigorously pursued at the top management level in both large and small cities, and by both network and independent stations. Some stations have been editorializing since the early 1920s.

Interestingly enough, a Miami tv outlet, WTVJ also carried editorials on the Commission fight but, according to the *Miami News*, "WAME took a stand on the Reese issue so firm that WTVJ's much acclaimed editorials sounded like tentative whispers in comparison."

Among radio broadcasters noted for the vigor of their editorial views, few have received such nationwide publicity as Peter Straus, president of WMCA New York, who is pursuing the same active editorializing policy instituted by his father, Nathan Straus. WMCA provoked a storm of both praise and hostile comment in the last presidential election when it came out editorially for John F. Kennedy.

Such incidents, unthinkable as short a time ago as 1946, are dramatic episodes in a movement which, according to reports received by U.S.

A SAMPLE OF U.S. RADIO STATIONS WHICH ARE NOW

Recently, when U.S. RADIO *with the help of leading station representative firms sampled a cross-section of stations on the subject of editorializing, it found that more than half had begun to air*

CALL LETTERS & CITY	REGULAR	OCCASIONAL	YEAR BEGUN
KENS *San Antonio, Texas*		•	1959
KFOR *Lincoln, Neb.*		•	1960
KFYO *Lubbock, Texas*		•	1959
KGMB *Honolulu, Hawaii*	•		1961
KGMC *Denver, Colo.*		•	1958
KGMI *Bellingham, Wash.*		•	
KMO *Tacoma, Wash.*		•	
KNGS *Hanford, Calif.*		•	1958
KNUZ *Houston, Texas*		•	
KOL *Seattle, Wash.*		•	1956
KONO *San Antonio, Texas*		•	1957
KOTE *Fergus Falls, Minn.*	•		1959
KRVN *Lexington, Neb.*		•	1951
KTUC *Tucson, Ariz.*	•		1961
KVFD *Ft. Dodge, Iowa*	•		1955
KVEC *San Luis Obispo, Calif.*		•	1960
KVWO *Cheyenne, Wyo.*	•		1960
KWNO *Winona, Minn.*	•		1961
KXO *El Centro, Calif.*		•	1956
KXXX *Colby, Kan.*		•	
KYND *Tempe, Ariz.*	•		1961
WACO *Waco, Texas*		•	1956
WADK *Newport, R.I.*	•		1956
WAZL *Hazelton, Pa.*	•		1960
WBOF *Virginia Beach, Va.*	•		1956
WCAO *Baltimore, Md.*		•	1960
WCAW *Charleston, W. Va.*	•		1961
WCHS *Charleston, W. Va.*	•		1960
WCSC *Charleston, S.C.*		•	1959
WDAE *Tampa, Fla.*	•		1958
WDRC *Hartford, Conn.*	•		1961

RADIO, is gaining power, momentum, depth, courage, and supporters every day.

Pennsylvania Gov. David L. Lawrence, speaking last month at a festival held by station WBCB, Levittown, Pa., voiced the opinion about editorializing which is held by most responsible industry leaders: "We are approaching a new epoch in American broadcasting. The days when a radio station was supposed to keep its hands off community affairs and maintain a discreet silence on controversial issues are passing from the scene.

"I am grateful for their demise, for they caused far too many valuable communications outlets to muzzle themselves and drown in the clatter of musical fads and gimmicks. The radio station of today has awakened to new responsibilities. It has a new sense of direction." ■

EDITORIALIZING SHOWS THAT MANY BEGAN IN '60—'61

editorials in the past two years. This partial list of stations—with starting dates—shows the growing movement which has FCC, NAB backing. Frequency is shown.

CALL LETTERS & CITY	REGULAR	OCCASIONAL	YEAR BEGUN
WDOK *Cleveland, O.*		•	1957
WEAQ *Eau Claire, Wis.*		•	1960
WEMP *Milwaukee, Wis.*		•	1960
WFDF *Flint, Mich.*		•	1960
WFYI *Mineola, N.Y.*	•		
WGHQ *Saugerties, N.Y.*		•	
WHIM *Providence, R.I.*	•		1960
WHIT *New Bern, N.C.*	•		1961
WIKY *Evansville, Ind.*		•	1960
WITH *Baltimore, Md.*		•	1959
WIZZ *Streator, Ill.*		•	1958
WJAG *Norfolk, Neb.*		•	1922
WKAN *Kankakee, Ill.*	•		1960
WKRC *Cincinnati, O.*	•		1958
WKST *New Castle, Pa.*	•		1961
WLAC *Nashville, Tenn.*	•		1946
WLOS *Asheville, N.C.*	•		1961
WLSM *Louisville, Miss.*		•	1960
WMAL *Washington, D.C.*	•		1960
WMAX *Grand Rapids, Mich.*	•		1953
WOCB *Cape Cod, Mass.*	•		1958
WOOD *Grand Rapids, Mich.*	•		1961
WPBC *Minneapolis, Minn.*	•		1959
WRRR *Rockford, Ill.*	•		1956
WSOC *Charlotte, N.C.*	•		1961
WSPD *Toledo, O.*		•	1961
WTCM *Traverse City, Mich.*		•	1959
WTVN *Columbus, O.*		•	1961
WVAM *Altoona, Pa.*	•		1959
WVIP *Mt. Kisco, N.Y.*		•	1957
WWIL *Ft. Lauderdale, Fla.*		•	

WHAT JOE CULLIGAN THINKS OF RADIO TODAY

A profile of the man who, after 10 years in tv, made network radio an exciting advertising medium; what agency man Culligan sees in radio's future

IF you accept the opinion of a man's business friends who know him well, Matthew Joseph Culligan is perhaps the closest a man can come to being a broadcasting legend.

It's not unusual for entertainers to wear legendary garb in the eyes of their audiences; it's something else again when a behind-the-scenes man can achieve this rapport with his business associates. A close friend has called Culligan "the most magnetic man in the business."

Perhaps it was this personal magnetism that drew Marion Harper Jr., president of Interpublic to offer Culligan jobs, as Harper publicly stated, "over several years."

Culligan and Harper finally got together in April 1960 when Joe's contract as executive vice president of the NBC Radio network expired. He left that post to become a director and general corporate executive for Interpublic (the parent company of McCann-Erickson Inc., New York).

Photo by Victoria Beller

The Culligans at home prefer out-of-doors life, here perch atop the family's jungle gym. From left to right are: Joe, his daughter Eileen, son Kerry, daughters Carolyn and Susan, and his wife, Doris, an accomplished equestrienne.

Culligan introduced programs like Life and the World, *which combined magazine-radio journalism, to pep up NBC Radio in 1957. He discusses it here with Andrew Heiskell, Time Inc. bd. chmn. and Robert Sarnoff, NBC bd. chmn.*

What has made Joe Culligan the kind of man who is worthy of this persistent bidding?

One of Joe's closest associates in the NBC days has said that Joe Culligan has three assets that make him a great executive. "First, Joe has amazing energy. He never let anything stand still in his life. Second, he has a phenomenal ability to sell and administer. Third, and perhaps most important, Joe has an infinite capacity for getting along with others."

Robert Sarnoff, president of the National Broadcasting Co., was impressed with the Culligan touch, too, in 1956 when he asked him to take the NBC radio helm and steer in a new direction. Culligan had already been with NBC since 1950, but had put all of his boundless energy into promotion and sales management for the television network.

His first job at the network demonstrated his ability to take a loser and make it win. He was hired as a specialist for *Today*, an NBC property that had the potential of a great show, but was collapsing financially. Culligan, the master promoter and salesman, restyled the sales approach into a format that has been successful for more than 10 years.

With *Today* back on its feet, the network decided to try the same format for late evening and put Culligan to work on the *Tonight* show.

Culligan's next job was to develop a variation of these techniques for the day-time *Home* show starring Arlene Francis.

His success as a sales and promotion expert for these programs led NBC to install him as national sales manager for the NBC television network, and eventually, vice president for sales, NBC television.

By 1956, then, Joe Culligan had risen to a post of high command in television, the most glamorous medium in America. Television network billings in that year reached $367 million; network radio hit a low of $45 million.

Why, then, in the face of television's prosperity and glamour, did a man like Joe Culligan move to net-

Continued on page 43

Radio's destiny: creative consideration not ratings

Cliff Barborka of Better Broadcast Bureau outlines what's wrong with radio's numbers game

By Clifford J. Barborka

RADIO's fight to free itself from the present strait jacket in national billings has to be based on one underlying premise.

Radio must be creatively considered and not overly researched.

C. F. Kettering, the genius of General Motors and one of the most imaginative industrialists of our time, stated it clearly when he said: "All research is simply finding out what's wrong with a thing, then fixing it."

Radio's battle to move its national sales curve from the horizontal to the vertical has not been because of an inherent weakness in the medium's selling strength. But radio has allowed other media to do the complete selling job, while it concerns itself with half the sales effort.

There are basically two halves to the selling task of any medium.

One of radio's most vocal proponents and hardest hitting salesmen is Cliff Barborka, who two months ago formed the new Better Broadcast Bureau in New York after nine years as a radio sales executive with the John Blair station representation firm. His most recent post there: v.p. for creative and marketing services. He's worked for Lever's Pepsodent division, as a sales consultant for the B. F. Bills Co., Northwestern University instructor in salesmanship and as an account executive at NBC Spot Sales in Chicago.

WHAT RATINGS CAN DO

They provide a measure of how effective a station is, programing in various time periods and whether a personality is doing the intended job.

They can provide a barometer for the rise and fall of certain program types by indicating trends of acceptance.

They can set up warning signs for sales problems.

WHAT RATINGS CAN'T DO

Numbers are not a substitute for programing or selling.

They will not help establish community identification.

They will not establish listener and advertiser loyalty.

They will not help create the necessary station sound image that influences and produces sales at the retail counter.

They are not a substitute for image-building promotion.

The first and most important consists of creating excitement and strong interest for the medium through the development of an idea.

The second half concerns itself with the justification of that original idea by analyzing cost, reach, frequency and other chiefly numerical evaluations.

What radio must do—because its major media competitors are doing it or having it done for them by agencies—is to create dramatic interest for a campaign through "sound" selling copy, a marketing plan taking into consideration radio's ability to sell a specific product and a media plan designed to reach the advertiser's prime purchasers.

Radio for too long has been selling itself solely on the basis of numbers.

Alone among major media, radio has substituted the system for the purpose.

Much like the science fiction stories of the runaway automatic brain that suddenly exercises suzerainty (sovereignty) over its operators, radio is all too often in the position where the numbers or ratings system—originally intended as a management tool and guide—has become more important than what the medium stands for and conveys.

The rating services themselves are cognizant of this. Leaders of these services would be the first to agree—the use of ratings has been misdirected.

It is interesting to observe that in its numbers dilemma, radio bears one of its very few similarities to tv.

Let's set up a compact balance sheet: The assets and liabilities of numbers.

Numbers have a most important place in radio management. And by this we mean both sales and programing. Numbers provide a measure of how effectively a station is programing in various time periods and/or whether a particular personality is doing the intended job.

Numbers can provide an important barometer for the rise and fall of certain types of programing by indicating trends of acceptance. This type of program forecasting is an invaluable tool in any alert operation.

Numbers can also set up warning signs for sales problems ahead in certain time periods and segments.

However, numbers are not a substitute for programing or selling. Numbers do not communicate information, entertainment, service, music, or commercials to listeners. Numbers are also not a substitute for image-building promotion.

Numbers will not help establish community identification and they will not help create the necessary station sound image that influences and produces sales at the retail counter. Numbers will not establish listener and advertiser loyalty, that great intangible that creates awareness and moves people to buy.

The true value of national spot radio advertising lies in its consideration as a medium of communication—its ability to reach people, its ability to influence and to produce impressions.

The future of radio is unlimited. The movement of spot billings beyond its present level of $190 million—to $300 million or $500 million—can be achieved. But only by putting the horse in front of the cart. Research or numbers should be used in support of the basic sales argument, but it should not be substituted for imaginative, aggressive selling of radio values.

What can be done to bring about these changes as the medium digs in for the challenge of the future?

For one thing, our Canadian broadcast brothers have a much more precise definition of spot radio. They call it selective radio.

National spot radio should be looked upon as a dynamic, local force that can be selectively purchased by national clients according to desired

geographic location, marketing and promotion objectives.

It is, in essence, the national pinpoint on the marketing director's map.

Radio is the only mass medium that comes closest to being all things to all advertisers—its great value is its ability to target the broad range of consumers — the many different publics that make up the American complex.

From a national advertiser's point of view, this adds up to a selective medium—selective radio.

Here's what national spot can do to free itself from the status quo:

1. It must assume the creative initiative.
2. It must evaluate the marketing problems of advertisers in the light of radio's ability to aid in solving these problems.
3. These marketing objectives must be related to a media plan that suggests the frequency, geographic areas and time periods.
4. Radio copy plans can be developed that are consistent and in harmony with the total advertising objective.
5. Tailor-made plans must be evolved to stimulate and excite advertisers and agencies over the use of the sound medium.

Alert spot radio selling capitalizes on all areas of knowledge and experiences.

Radio must key this knowledge and experience to the needs of individual advertisers. Radio has concerned itself for too long with its own problem rather than the advertiser's problem.

The medium no longer needs time selling, it needs idea selling.

What happens when an art director creates a rich four-color design for an ad or a dramatic gatefold cover? The idea stimulates and excites. The major part of the budget now has to be in the magazines. The people in charge of the "numbers" are then called in to see if the buy is in the broad area of practicability.

The idea comes first and then the numerical justification.

In tv, a special variety or dramatic show is called to the client's attention either by the agency or the media sellers. Sometimes, instead of programing, it's a commercial with a special humorous twist or new animation technique. In either case, the ideas command attention; imagination is allowed to expand.

The cost-per-thousand, reach, impressions are then checked merely to justify whether the program or the spot campaign is practical or not.

Again, the idea came first.

In newspapers, we've recently seen a case where dramatic use of pictures, headlines and dominant space placed a major oil company's total budget in this print medium.

What came first? The spectacular strategy for employment of newspapers in this dramatic way? Or the numbers?

But radio, alone among its competitors, has been trying to sell itself standing on one leg.

It fights hard for the national dollar, but it does it primarily through "numbers" selling, abdicating half of the total media selling job.

If agencies won't create the excitement for the medium, then let the medium create the excitement for the agencies.

National spot radio is selling a penetrating, local medium that intrudes on and pervades the market place. It is one of the basic aids to the missionary salesmen concerned with the point-of-purchase sale of the great mass consumed items.

But radio must make its own opportunity.

Spot radio can be either major or minor advertising strategy, depending on the company, product and advertising goals.

If given creative consideration, it can force a marketing explosion. ■

New gloss on radio's creativity is provided by BBB portable sales tool, a new presentation in which company executives make maximum use of sound to sell radio concepts. BBB Pres. Cliff Barborka l checks device with Esther Rauch, v.p.

MEDIA MAN ASKS SHARPENING OF FOUR RADIO PRONGS

Blair Vedder Jr., v.p. and media director of Needham, Louis & Brorby, Chicago, tries to clarify radio's problems before station group

Late last month, a distinguished media man in agency circles and a respected one in Chicago, specifically, was asked to address the Quality Radio Group on radio matters of mutual concern. He is Blair Vedder Jr., vice president and media director of Needham, Louis & Brorby. Some extracts from his thoughtful appraisal are reprinted here.

VEDDER'S "assignment" was to give impressions about "what may be wrong with radio today" and what areas he feels could perhaps be improved. He sees radio's crucial issues centering in four areas:

1. The technical problem of selling and scheduling commercial time in radio;
2. The manner in which radio is measured today;
3. The attitude of station owners and managers toward their medium;
4. The stature of present radio programing and its potential.

He develops his thinking along each of these major areas, "attempting to outline the main problems in each and to suggest at least one possible solution."

1. Scheduling time: "The rate structures of many stations are far too complex, which makes every minor change in a schedule a major job for agency clerical people and buyers to unravel and reconcile so that what we pay you agrees with what you say we owe you."

He asks for rate simplification, so that "a minor shift in a commercial's position will not cause a complete revamping of schedule costs," and suggests also that it might be possible "to greatly reduce or completely eliminate some of the so-called flexibilities in the rate structure."

He also thinks "there is great danger that the affidavit system offering proof of performance is fast losing acceptance," because stations are "too casual." He suggests consideration for "establishment of an industry-wide service to audit, cost to be shared by stations, representatives, agencies and possibly clients, each paying in relation to his expenditures in or income from the medium."

Vedder, referring to barter radio, called it "a surprisingly prevalent practice in your industry which should not be permitted to continue in its present form. Can any of you tell me," he asked, "why an advertiser who shows his confidence in radio and in a station by buying time at the full rate should be discriminated against in favor of a sharpie who would only use the medium if he was given the time and the transmitter was thrown in to boot? There is a shocking breakdown of ethics in such shenanigans."

2. Radio measurements: "We believe current measurements of radio audiences are inadequate to the nature and dimensions of the radio universe today. We are not satisfied with validity of existing measures of out-of-home listening, particularly in automobiles."

He urged more research "on the manner in which people listen, their attitudes to radio, the effect of multiple spotting on their perception of a commercial—offering these as some ultimates in audience measurement and not as a first order of business."

3. and 4. Attitude and programing.

Vedder charged he "senses a defensiveness about radio on the part of station owners and salesmen which is simply not justified. There's too much talk of radio as a supplementary medium, primarily to tv."

Radio, he asserts, "is and always has been far more than a tv set without a picture tube and has no more to do with tv than with skywriting. Radio has become the step-child of tv, and the common ownership of tv and radio stations may be making it much more difficult for radio to overcome this complex. Radio has and can still persuade peoples' ideas and attitudes in a way unique to itself."

What can radio still do? Vedder gives some answers: "It has the ability to create a memorable image through words alone; it can transmit an idea in an intimate, personal way, relying on the listener's imagination to create his own picture, and this picture can often be more powerful than one actually seen."

He credits Mike Nichols and Elaine May, Bob Newhart, Bob and Ray and Stan Freberg as "masters of the image picture," and cited "imagery through words alone" as being used successfully by such advertisers as Spry, Ac'cent, Chun King. "No other medium is able to achieve quite the same level of imagery that these examples represent. People listened to radio 10 years ago and radio deeply stirred their imaginations. They still listen, but I wonder if the sounds they hear are quite as stirring, and, consequently, I wonder if they listen as well."

As for programing, Blair Vedder is "disturbed" by three things: "the aparent unwillingness on the part of stations to freely experiment with new programs and techniques; the tendency of stations to imitate each other; the failure to make people listen."

He says "radio today is largely a music-news medium. Both music and news have an important place in radio. Their appeal is broad, but they are not the only sounds to which people will listen. And music does not necessarily create listeners; sometimes it does little more than fill silence.

"We have watched with some concern and amazement the meteoric rise in audience popularity of stations programing the top 40 tunes to the virtual exclusion of everything else. What disturbs us is not that such programing appeals to a substantial part of the listening audience but that one success with this type of programing has immediately led to two, three or a half-dozen imitators in the same market to the same format, each with a bigger echo chamber, louder sirens, intrusive, unintelligible and—sometimes—insulting announcers.

"Such programing has a place on the dial but it should not be all over your dial."

In his view, "there is a real need for experimentation in what could be called listener programing. The presentation of new, distinctive, verbal techniques in drama, comedy, satire, discussion, is so rare I'm not aware of it."

And this programing, he suggests, should be aired at times when all the family can hear it. Later, if it succeeds, it could be switched to the times of radio's "doldrums." Vedder also sanctioned the suggestion of Gov. LeRoy Collins, NAB president, who urged broadcasters to take a more active interest in community life and to reflect this in their program schedules.

Says Vedder: "This means editorializing (see *1961 Editorializing*, page 17), and must be done through qualified, mature commentators: must be fair, factual, complete and candid."

And if editorializing is done, says Vedder, "it will require the full participation of the station's management and cannot be left to continuity writers and staff announcers."

His conclusion: "I believe radio is a tremendously powerful means of communication with great masses of people, but much remains to be done to develop the potential that is inherent in it." ■

CAN A SPONSOR BE SILENT AND SELL?

Yes, says Keyes Fibre, which chooses to eliminate all selling commercials on its 14-year-old commentary program

Fourteen years ago, on a tiny station in central Maine, an experiment was tried that went one step beyond the soft sell. It was the silent sell.

The Keyes Fibre Co. of Waterville, Maine, a manufacturer of paper products, was in the market for a vehicle that would boost its status with the local community. The company turned to radio, but added an unusual twist: it decided to sponsor a program without commercials.

The program turned out to be a gold mine in the heart of the Maine lumber country. It is now New England's longest running show with the same sponsor.

For more than 500 broadcasts, the program, *Little Talks on Common Things,* has yet to broadcast its first commercial. The man who delivers the "little talks" is Ernest C. Marriner, a former college professor who speaks like Franklin D. Roosevelt. For 15 minutes every Sunday, Marriner chats about the folk and folklore of the state of Maine.

A local and respected citizen who handles the show that boosts community interest for Keyes Fibre is Ernest Marriner (l). He is chatting with two of Maine's oldest citizens about history of Waterville where show originates.

The program was an early success. Sen. Margaret Chase Smith in a tribute to Marriner printed in the *Congressional Record* this year said the show is "undoubtably the most popular local radio program in the state of Maine."

Sponsoring a program without commercials is not a foolproof method of improving local public relations, but Keyes found the key by identifying itself with a respected member of the community. This was the strategy from the beginning.

Recalling the early attempts to garner a sponsor for the program, Carleton D. Brown, president of WTVL Waterville, said, "We were convinced that in Ernest Marriner we had found a colorful local personality who could build stature for both a good sponsor and for our station, so we selected Keyes as our best potential. They had the money, and we felt the company management had a good record of community responsibility.

"We proposed that the concern undertake a public relations program sponsorship. We knew that Marriner had the capacity of achieving an unusually high degree of believability with any audience, particularly a radio audience. We pointed out to Keyes that they could get a franchise on what could be an extremely valuable insurance policy."

Marriner was not a professional performer when he began his broadcasts in the fall of 1948. In fact, he

Consistency in radio advertising is demonstrated as Ralph H. Cutting (r), president of Keyes Fibre, presents Ernest Marriner with gold record of 500th broadcast. Carleton Brown, pres., WTVL Waterville, Me., looks on.

originally appeared on the program in response to a plea from Brown, his close friend and neighbor. Brown needed a temporary replacement for a 15-minute spot on Sunday evening. "It will only be for a few weeks," Brown told Marriner, who was hesitant about going before the microphone. "I didn't care what he talked about as long as he would talk," Brown recalls.

Marriner did talk—and hasn't stopped since. He has talked about everything from Waterville's first murder to the history of Maine's narrow gauge railroads.

Soon after Marriner took to the air, happy listeners swamped the station with letters. The volume of mail has been so huge that since the third broadcast, the grey-haired former Colby College dean has found it unnecessary to do his own digging for material.

Listeners send him old letters, newspapers, dairies, account books and maps, keeping him submerged in a pool of Maine folklore.

In one broadcast, Marriner told about a letter sent to him that was written by a soldier in the Civil War. Marriner explained that "the greater part of the letter is confined to ordinary details of life in the Civil War camps, but what distinguishes this letter is the writer's sudden injection of astounding news." He then quoted from the letter:

"I will tell you (the writer's cousin) of a strange circumstance that happened here a few days ago. Perhaps you will think it a rather indelicate subject, but I must tell you about it and ask you to excuse me. A corporal in a New York regiment near us, while on picket a few days since, was delivered of a child. Perhaps you will think that incredible, but such is a fact. He, or I should say she, came with the regiment as a soldier and has been with it since its organization. Her sex has remained undiscovered until now, but most likely she will now get her discharge."

Throughout the 14 years, Keyes has remained quietly in the background as a silent partner. In his 500th broadcast in May, Marriner paid tribute to his sponsor. "An important aspect of this program," he said, "is that it is one of the very

few radio programs in the whole nation that has continued for 39 weeks each year—and under the same sponsor.

"Putting and keeping *Little Talks* on the air would have been quite impossible without the sponsorship of the the Keyes Fibre company. I am sure listeners appreciate that, from the day these broadcasts started, they have never been interrupted by advertising. Never once has the company sought to control the contents of the program. I am completely free to say anything I please."

built many friends for Keyes," he said.

Most of Marriner's programs usually begin and end with the short announcement that "This program is brought to you by your good friends, Keyes Fibre Company of Waterville and Shawmut." From time to time, Keyes will use the show to encourage support of various community fund-raising drives.

Besides supporting the Marriner program, Keyes relies heavily on radio to push its consumer line of molded paper plates. Last year, the company ran a spot campaign during the summer in nine major cities throughout the country.

Parsons explained that they have found "local radio particularly effective for warm weather promotions, when we want to push our molded paper plate and dish line for picnic and other outdoor uses."

Most of the advertising budget is allocated to trade magazines because the bulk of Keyes' product sales are made to institutions, supermarkets and shippers.

The company produces more than 300 different varieties of paper products, including fruit packing materials, egg flats and egg cartons. The company's domestic sales last year totalled more than $19.5 million.

Regional sales offices are scattered over the United States from Boston to San Francisco and as far south as Jacksonville. Keyes also has licensed operations in Canada, England, Ireland, Denmark, Norway and Australia.

The company was founded in 1903 in Shawmut, Maine, where it still maintains its ground wood pulp mill. The principal manufacturing plant is located in nearby Waterville.

Since the late forties the company has been literally bursting at the seams. Increased sales prompted the company to build a plant at Hammond, Ind., to serve the middle west. In 1957, Keyes doubled the capacity of the Hammond plant. Meanwhile, the company modernized its Waterville plant to speed up production.

Keyes is far from finished. Last month, the management announced that ground had been broken in Sacramento, Calif., for a multi-million dollar pulp molding plant. The new plant will be the largest industrial addition to Sacramento in the last nine years.

Keyes expects to open the plant in the middle of 1962. The factory will manufacture molded paper products for the food industry, including plates, pre-packaging meat and produce trays, food service trays, cake circles, apple packs and egg trays. It will serve 11 western states as well as Hawaii and Alaska.

The company estimates that about $5 million worth of products will be produced annually for the first few years.

More than five years of planning and research backed up the company's decision to launch its latest venture in Sacramento. The management made the choice after an extensive study of several possible west coast locations.

Keyes is a company on the move. And one reason for its success is its desire to maintain friendly relations with its local community, particularly with the local labor force. This spurs its continuance of a radio program without commercials. ■

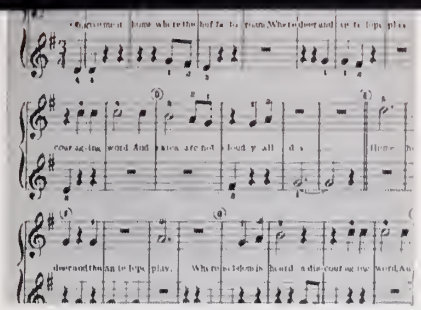
Why Keyes Fibre sponsors a program without commercials

Keyes Fibre 14 years ago decided to embark on a radio program that was designed to foster community respect for the company. For more than 500 broadcasts it has maintained this policy of attracting community interest and developing good will. This is the Keyes Fibre philosophy as explained by John S. Parsons, the company's advertising manager:

He says: "The program on WTVL developed from quite a different point of view than the sale of products. We have never commercialized this program, but have considered it as a community relations vehicle . . .We have never attempted to promote the company's line of products via the program, although we have used the program to encourage support of various community fund-raising drives . . . It has unquestionably helped build many friends for Keyes . . ."

Keyes believes this policy of non-intervention has paid off in better community relations. This was the company's original goal in sponsoring the program and Keyes intends to maintain its policy of no commercials.

The company's view is explained by John S. Parsons, the advertising manager. "The program developed from quite a different point of view than the sale of products. In fact, we have never commercialized this program in any way but have considered it as a community relations vehicle throughout. It has unquestionably



COMMERCIAL CLINIC

'TREBLE-PLUS' CLEARS THE AIR

For the millions of Americans who each weekend hop into their automobiles and rumble out to the mountains and seashore, summertime is the season of noise.

This is the premise of an imaginative new commercial approach being taken by Cunningham & Walsh, New York, for its clients. Its theory:

From the moment Mr. and Mrs. John Doe and all the little Does crawl into their car, they are subjected to a plethora of road sounds: the steady hum of spinning tires, the blasts of impatient horns and the coughs of motors turning over.

Amid all this extraneous noise, the car radio is struggling to be heard. To counteract the noises, the average car listener—according to C&W philosophy—will tune his radio down toward the bass register, eliminating much of the treble pitch. When outside sounds interfere with the sound of the radio, the bass pitch is far easier on the ear.

This is fine for listening to background music, but when spoken commercials are sent out, the announcer's voice comes in muddled and raspy. The listener loses a portion of the sound.

In a season when radio reaches its peak audience—primarily because of the increase of outdoor listening—a fuzzy commercial can be a serious deterrent to successful advertising.

This is the theorizing of Tom De Huff, director of commercial production for the agency, who has put into practice his idea about low-register tune-in in cars. It's a revealing approach for several reasons: (1) it indicates the importance of commercial listening by people driving in cars; (2) it makes for better and more thorough radio listening; (3) it develops a higher quality of production. Values may be subliminal in terms of their noticeable effect by the listener, but the pluses accrueing to an advertiser are far less subtle.

Two sets of statistics recently released by the Radio Advertising Bureau point up the importance of summertime listening. The RAB reports that the growth of car radios tripled in the past 11 years, from 14.8 million in 1950 to 42.6 million this year. Secondly, RAB says that in terms of millions of adults reached, radio led television last summer by 400,000 listeners during a week in July to better than four million in September.

Taking into account the importance of summer radio, C&W looked into the problem of muddled reception of commercials, and thinks it has come up with an answer.

The problem is an old one, but, like a leaky faucet, nobody did anything about it until Tom De Huff decided to test his theories.

While riding in his automobile, De Huff discovered he invariably tuned his car radio to the bass end to achieve a softer tone. He found, however, that the spoken word was lost in the process.

"I wanted to find out if other people also did this," De Huff explained, "so I took an informal survey of the art and production staff here. I asked them to check their car radios to see where they set the tone." De Huff reported that all said they favored the bass register.

"The combination of outside noises and the high, scratchy sound of the treble pitch forces the listener to compensate by overloading with bass tones," he said.

De Huff came up with a technique designed to add clarity to the spoken word heard in car radios. He calls the technique: "treble-plus." In the studio, DeHuff instructed the engineers to increase the treble sound during the recording of commercials.

Cunningham & Walsh first used "treble-plus" last year during a radio campaign for Watchmakers of Switzerland. The results were so encouraging that the agency now offers this service to all clients planning to use radio in the future.

De Huff believes Cunningham & Walsh is the only agency using the "treble-plus" technique for its radio announcements. He has already demonstrated the technique for several sponsors, but is still in the process of preparing additional tapes to give clients a lucid picture of what it means in terms of over-the-air listening.

De Huff is arranging to purchase tapes that will simulate not only road sounds but also the noises people encounter at the seashore or in the mountains.

"The problem of outdoor noises in the summer is constant," De Huff contends. He says that the same principle involved in tuning the car radio applies also to the places people visit with their portable sets. For example, he said, "the noise of the wind and the waves at the beach cut into the sound of your radio."

What happens, however, when you're listening at home and the tone is not overbalanced toward the bass register? De Huff explained that the technique adds more treble, but does not increase the volume.

"We don't add that much more treble to make the commercials sound harsh while listening in the home," De Huff said. "We attempt to make the commercial message clean and clear, but we don't give them a high shrill sound that would make it irritating at home." ■

A BROADCASTER'S CREED FOR AMERICAN BUSINESS

Frank P. Fogarty's seven-point creed was delivered to the Henry Monsky Lodge of the B'nai B'rith, Omaha, on his acceptance of an Americanism Citation Award from that organization. Only a small group heard the speech, but it aroused tremendous interest among businessmen with the result that Meredith Broadcasting Company, of which Mr. Fogarty is executive vice president, was deluged for copies locally. Copies of the full speech can be obtained by writing Meredith WOW, Inc., Omaha, of which Mr. Fogarty is vice president and general manager. He is also Chairman of the Board of Radio Advertising Bureau.

1. We believe that business should earn a profit, and that it should wear its profits proudly. Too long have we permitted short-sighted critics to point the finger of shame at profits, as something to be schemed, bargained and taxed out of existence.

2. We believe that business should be more eloquent and evangelistic in explaining and defending the profit system, otherwise known as free enterprise. We have failed to convince the people that out of profits must come the money to make jobs, to promote philanthropy, to support the government, and to finance the growth of the country. We have erected what we fondly hope are adequate defenses for the physical targets of the Communists, but we have failed to provide for the defense of their ultimate targets, our profit system, our democracy and our faith in God.

3. We believe that a business should be deeply integrated into the community it serves, so that it will know the needs, desires and problems of that community.

4. We believe that a business should accept its full share of responsibility for the things that make a community a better place in which to work and live. Concretely, this means that a business should interest itself in schools, churches, hospitals, parks, museums, settlement houses, health and welfare organizations, old people's homes, and nurseries, among other institutions. . . .

We believe that a business should be a good citizen in the formal or political sense of the word. It should of course pay its just share of taxes fully and promptly. Over and above that, it should take an interest

5. in government and encourage its employees, customers and associates to do so. Business should support city planning and foster soundly conceived public works, looking upon them, not as a burden, but as an investment.

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6. We believe that business should sweep broad horizons in its thinking, that business should be accurately informed about and emotionally involved in the problems that confront the United States, both in so-called normal times, such as you and I have seldom experienced in our lives, and also in these days of cold war and hot peace. We believe business should contribute to the nation its full share of thinking and leadership. We think business should speak out more frequently, more clearly, more bravely.

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7. We believe that a business should contribute to the economic health of its community. It should work vigorously for a political climate in which business can prosper, thereby broadening the base for taxation, creating jobs and developing opportunity for the young. Business should lay out the welcome mat for other businesses, even though of the same type.

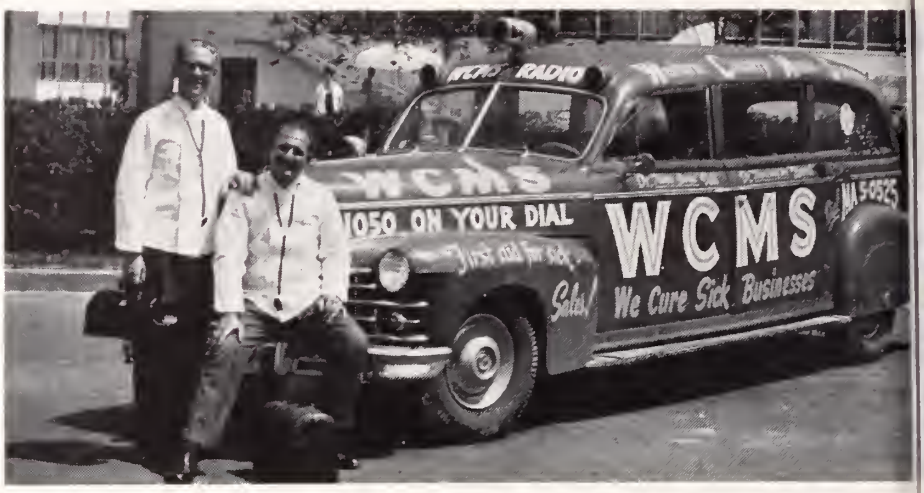
an industry service of

U.S. RADIO

RADIO FOCUS / IDEAS

BEACH BEAUTIES *from three states competed in second annual "Beach Ball" of WOWO Ft. Wayne, Ind., themed to station's "umbrella" promotion and the "coolest sound around." Other summer ideas: naming the mobile unit the "cooler cruiser," giving 500-pound chunks of ice as listener prizes.*

FLING DAY *at a local park was idea of WING Dayton, which pulled biggest attendance in the park's history.*



SICK SALES *get "treated" by this duo from WCMS Norfolk, Va.; Roy LaMere (l), gen. mgr., and George Dail (r), cml. mgr., who visit ailing businesses in station "ambulance" to give first-aid radio ideas. Chief surgeon and intern report success.*

TRADING STAMP *giveaway combined efforts of KQV Pittsburgh and Top Value Enterprises, pulled record 164,712 entries in an eight-week period. Two million stamps were dispensed.*

BEHIND THE BARS *is Dj Jay Clark of WAVZ New Haven, Conn., who was "arrested" and "imprisoned" by gendarmes in a local promotion. Listeners offered aid, sustenance . . . and files.*

RADIO FOCUS/ideas

Promotion

Old radios never die, they just turn up in contests. Three stations in different parts of the country—**WGLI** Babylon, N. Y., **KBOM** Bismarck, N. D., and **WFLA** Tampa-St. Petersburg—each staged promotions to uncover the oldest radio in the area. WGLI came up with a set constructed in 1890. The radio still works and uses two different sets of batteries. . . . An injured bird in the hand is worth many phone calls, a station in Seattle discovered. A **KING** engineer, working on Vashon Island in Puget Sound, found a wounded hummingbird stretched out by the station's transmitter. He phoned the office on the mainland and asked for advice on caring for the bird. Deejay Jim Roberts broadcast the appeal and immediately the station was flooded with calls offering aid and sympathy. One woman, known as the "Bird Lady of Seattle," gave a prescription for keeping the animal alive: a solution of sugar water every 15 minutes. The engineer nursed the bird until a rescue party reached the island. The patient was turned over to the "Bird Lady," who makes a hobby of caring for birds. The station is still receiving calls on the health of the bird. Reports the "Bird Lady": It will be back on its wings very soon. . . ."

CKGM, Montreal campaigned an entire month on its news commentary program for a water system.

WIBG, Philadelphia, which has already handed out $16,000 in contest prizes this year, decided to turn tables on its listeners. The station is offering to send a statement of 25 words or less to any listener who sends in a check for $10,000. Anyone who sends the station a fully equipped 1961 convertible will receive a best last line. . . . A chicken in the pot of every KBIG Catalina, Cal., performer was the goal of a promotion staged by Chicken Delight restaurants, recently signed up as a sponsor. The company wanted all the station's personalities to sample its product before they sounded off about it on the air. But the restaurant chain had no outlet on Catalina. The solution: The company hired an airline and parachuted buckets of chicken to the station's mountain-top studios. . . . Accepting dares is Dick Spangler's hobby. As a result, the **KORL** Honolulu deejay recently broadcast his program from a tank filled with man-eating Tiger and Hammerhead sharks. An experienced skin-diver, Spangler spent eight hours in the tank, equipped with a throat microphone. He had one close call when he scurried out of the pool, pursued by the gleaming white teeth of a 18-foot shark. Hundreds of spectators were attracted to the promotion. . . . The dean of radio commentators, H. V. Kaltenborn, has donated $500 as the top prize in a national radio contest sponsored by American Foundation for the Blind. Participating in the contest are college groups studying drama or radio writing. The object is to create the best half-hour program dealing with the problems and potentialities of blind persons. Deadline for submitting tapes is May 1, 1962. . . .

More than half a million travelers arrive and leave New York every day and **WCBS** New York is going after these potential listeners before they reach the city. With the help of CBS network stations WCBS ran spot announcement in major cities around the country, asking travelers to tune to the station when they stayed in New York. Sample plug: "What happens when a married man from Boston travels to New York? Well, the first thing he does when he gets off the plane is to find a radio station that sounds as good as **WEEI** (Boston). Eventually he discovers WCBS—880 in New York. And he's happy." . . . Last summer, radio led tv in total listeners for eight out of 13 weeks, according to Sindlinger and Co., media analysts. How many weeks will radio lead tv this summer? The Radio Advertising Bureau is offering $250 to the agency man or advertiser who comes closest to predicting the number of weeks radio will lead tv and the number of listeners in millions that radio draws over tv. Last year, radio's lead ranged from 400,000 during a July week to more than four million in September, according to Sindlinger and Co.

Programing

Radio continues to capitalize on its status as a local medium. Noteworthy programs delving into local problems and events were broadcast in these cities: Boston—Following the destruction by fire of a 116-year-old burlesque theatre, the "Old Howard," which was once the stomping ground of many of today's stars, **WBZ** conducted telephone interviews with some of the entertainers who grew up on the stage of the historical theatre. The program featured Bud Abbott, Red Buttons, Phil Silvers and Bert Lahr reminiscing about their early days in the "Old Howard." . . . St. Louis—The first of a series of 12 documentaries exploring the social problems and progress in St. Louis was aired on **KMOX**. The initial program, titled "The Big Lift," probed into the problems of narcotics addiction. Actual case histories supplied by local police and interviews with drug addicts formed the basis of the documentary. . . . Cincinnati—**WSAI** started a new program called "Open Mike" which features community leaders discussing topics in the news. In a recent program, Pepper Wilson, manager of the Cincinnati Royals professional basketball team, discussed the college basketball betting scandal. Topics to be covered in the future include legalized gambling and the building of an underground garage in downtown Cincinnati. . . . Pittsburgh—For the past 12 years, a redevelopment project in suburban Pittsburgh has progressed only to the point of the demolition of the old buildings. **KDKA** decided to find out why the project was bogged down and the result was a series of five broadcasts examining the situation. The programs probed into the conflict between public and private officials and offered possible solutions to stimulate construction in the area.

Radio's ability to broadcast a news story as it happens was demonstrated by the coverage of a power failure in New York City and a $5 million fire in Ayer, Mass.

In N. Y., **Radio Pulsebeat News**, a new audio news service, sent two fully equipped mobile units into action when midtown Manhattan was blacked out by the power failure. Within 20 minutes, RPN was transmitting accounts of the blackout to its clients around the country. One of its reporters climbed 13 flights of steps in 90 degree temperature to record the conversation between

"I'm King Mike – Ruler of Midas-Land, U.S.A. I've got the *Golden* touch on nearly 15 million subjects in my kingdom, who just can't help spending over 38 billion dollars a year. You'll see more and more of me in months to come. I'll be appearing on all mailings, ads, and awards of WNTA – *The Golden Sound of Radio*. There's hidden treasure in Midas-Land, too! – Ask about our pinpointed coverage of Northern Jersey, Connecticut, and Brooklyn. For a *Golden* Opportunity *write:*

WNTA RADIO
32 Green St., Newark 1. N.J.
970 AM - 94.7 FM

members of a rescue party and people who were trapped in an elevator for three hours. . . . A telephone tip from a local merchant alerted **WEIM** Fitchburg to a huge fire raging in nearby Ayer. Within 15 minutes, the station's mobile unit was on the scene. The unit fed four separate broadcasts to the Yankee network and four other radio stations in the area. After WEIM went off the air, the mobile unit remained at the fire gathering material for early morning broadcasts. The station capped its coverage with a report from a helicopter hovering overhead.

A radical new approach to programing—an all-news station broadcasting 24 hours a day—is being attempted by a new station in Hollywood, **X-TRA**. To get itself off the ground, the station launched an extensive advertising campaign in newspapers, trade publications, television stations, on billboards and with direct mailings to agencies and advertisers. It's still too early to gauge the results of the campaign. . . . **Muzak** celebrated its 25th anniversary this month. Radio broadcasters, who double as dispensers of background music to restaurants and supermarkets, flocked to New York for the company's three-day convention.

Business

The recent speech by FCC Chairman Newton Minow urging broadcasters to assume more responsibility in programing and other areas has prompted the Kansas Assn. of Radio Broadcasters to issue six checkpoints for station operators. The group recommends that broadcasters: 1) check their latest license renewal to make sure today's operations conform to yesterday's renewal application; 2) schedule educational and cultural programing; 3) editorialize (The association says that it's clear the FCC wants stations to assume civic responsibilities and this includes editorials); 4) schedule programs about local issues—controversial and otherwise; 5) keep a file of letters to and from community leaders and organizations, indicating what the station has done to support local projects (This is especially helpful at license renewal time); 6) check technical and logging procedures closely, going over specific FCC rules with the entire staff.

An unusual method of selling dealers on a consumer advertising program has been developed by the **R. M. Hollingshead Corp.** for its **Whiz Automotive Chemical** products. Whiz is bringing the sales pitch to the dealers via a mobile sales demonstrator in which the dealers listen to samples of the company's radio advertising and see product demonstrations. For the first time, Whiz is using local radio on a saturation basis with dealer tie-ins. A total of 12 markets, mostly in eastern and central Pennsylvania, is being used by the company. Additional markets are scheduled for the fall and winter.

Recent success stories: **Moore's Furniture Store** in Topeka swung a portion of its advertising budget to **WIBW** with the result that the store equalled in 10 days the same sales it had made in 30 days at similar time last year. Moore is using two 30s and two ids per day with a total cost of $217. The results have prompted the client to cut his newspaper budget in half. . . . Within hours following the review of a new book on **WSB** Atlanta, all the book stores in the city reported they were sold out. The book reviewed was *The Tractenberg Speed System of Basic Mathematics*. . . . **KDKA** has issued a promotional booklet, describing a success story for every letter of the alphabet. . . . The Georgia Assn. of Broadcasters enrolled its 100th radio station—**WKIG** Glennville—to become the fourth largest state broadcasting association in the country. . . . **Charles C. Hoffman**, a leading sales and business consultant in Canada, was named president of the newly formed **Radio Sales Bureau**. The Bureau was created to develop new sales techniques for Canadian stations.

The first step in effort to make this fall "the biggest fall ever" for radio was taken by the **Radio Advertising Bureau** when it released plans for a massive direct mail campaign aimed at local advertisers. The RAB has prepared a direct mail package for stations that includes: fact sheets, sample letters, a mailing format and suggestions for successful selling drives.

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those
to come

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impressively. It is
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RADIO FOCUS/PEOPLE

TIMEBUYER GUEST *at KDKA Pittsburgh business lunch in New York was Hope Martinez, BBDO. With her are Rege Cordic (l), station "wake-up" personality, and Donald J. Trageser (r), sales mgr., and asst. gen. mgr.*

NEW OWNER *of KIOA Des Moines (with Gilbert Swanson) is George Bolas (c), v.p., Tatham-Laird, Cgo. Welcoming him: James C. Dowell, v.p.-gen. mgr., KIOA; (r), K. R. Greenwood, exec. vice pres., Star Broadcasting.*

SIGNER *of new representation agreement is Sherry Gordon (c), pres., Gordon Broadcasting, for KQBY San Francisco. At (l), Adam Young of the rep firm of that name; (r), Charles A. Black, v.p. of station group.*

TRAVELER *is Muriel Bullis, dir. of broadcast media for EWR&R, Los Angeles, who won KXA Seattle European trip.*

25-YEAR-WATCH *goes to Paul J. Miller (r), mgr. dir., WWVA Wheeling, W. Va., from William E. Rine, adm. v.p. of Storer Broadcasting.*

Agencies

Two changes at **Street & Finney**, New York: **James R. Cashel** moves from **Benton & Bowles** to take over as research director and **John A. Zalud**, formerly research director, appointed as account executive . . . **Marshall H. Ward, Jr.** joins **Geyer, Morey, Madden & Ballard**, New York, as an account executive for Lysol, in the Lehn & Fink Products Corp. account group at the agency. Ward previously was a product manager for the Colgate-Palmolive Co. . . . **Lee Hughes**, formerly with the J. Walter Thompson Co., joins **Doherty, Clifford, Steers & Shenfield**, New York, as an account executive . . . **Garth N. Montgomery** rejoins the creative services department of **Kenyon & Eckhardt**, New York, after 22 months at Compton Advertising . . . **Ralph Countryman**, formerly of the Cleveland office of the **D'Arcy Advertising Co.**, joins the agency's regional marketing staff for Anheuser-Busch, Inc. in St. Louis.

Lee Albright takes over as vice-president in charge of creative services at Moss Assoc., New York. In addition, Albright will work directly with several of the agency's clients as an account executive. Albright comes from BBD&O, where he worked on the du Pont account for several years. . . . **William H. Monaghan** named an account executive for Harold Cabot & Co., Inc., Boston. . . . **Floyd O. Flint**, former Seattle manager of the J. Walter Thompson Co., appointed manager of Ben Sackheim's new west coast office. The office is located at 1331 Third Ave., Seattle. . . . John Cameron rejoins Lennen & Newell, Inc., New York, as a copy supervisor. . . . **Jack F. Keilson** takes over as head of the Yardis Advertising new New York office. Yardis recently purchased Keilson Co., Inc., and decided to retain Keilson as head of the new branch. . . . **John L. Del Mar** named assistant vice president in charge of the American Assn. of Advertising Agencies' new central region office in Chicago. . . . Succeeding Del Mar as assistant vice president at the western region office in San Francisco is **Thomas V. Mahlman, Jr.** . . . **Edward Y. Papazian** appointed an associate media director with BBD&O, New York. . . . **Mickey Trenner** joins Kenyon & Eckhardt, Los Angeles, as head of the firm's radio-tv and commercial production activities. . . . **Kevin A. Leonard** moves in as a copy writer for Olian and Bronner, Inc., Chicago. . . . **Leonard Goldberg** joins BBD&O, New York, as coordinator of broadcast media and planning. Goldberg was administrator of sales and programing research at NBC-TV. . . . **Robert Widholm** appointed assistant media supervisor at Doherty, Clifford, Steers & Shenfield, Inc., New York. He also continues as broadcast media supervisor. . . . **Gerald Epstein**, formerly with the media research department of Geyer, Morey, Madden and Ballard, New York, named a media analyst at Wade Advertising, Chicago. . . . **Vincent F. Aiello** elected vice president of Geyer, Morey, Madden & Ballard, Inc.

Representatives

Wendell Parmelee appointed sales manager of **Broadcast Time Sales'** Detroit office. Parmelee's appointment is in line with the company's expansion in Detroit and a move to larger quarters in the Penobscot Bldg. . . . **William N. Davidson** named vice president of **Advertising Time Sales**, New York, a newly formed company . . . **John Brennan** promoted to manager of the Minneapolis office of **The Katz Agency**. **David H. Sandeberg** named San Francisco manager of the Weed organization. The company also completed its west coast expansion plans by appointing **James C. Gates** and **Hank Stanley** to Weed's Los Angeles sales staff. . . . **Herb Hahn** joins the Meeker Co., New York, as an account executive. Hahn moves over from the sales staff of Forjoe & Co.

Stations

Two new appointments at **WONE** Dayton: **Charles J. Thornquest** named national sales director and **Louis G. Frolich**, commercial manager of the station . . . **A. J. Frano** appointed executive director of **KHJ** Hollywood, Cal. . . . **Ken De**

GOOD NEWS!

6 out of 10 copies of SPONSOR go to BUYERS OF TIME!

Vaney named managing director of the **California Broadcasters Assn.** . . . **Arnold Smith** appointed national sales coordinator of **WFYI** Garden City, N.Y. . . . **Thomas R. Bishop** named general sales manager of **WSAI** Cincinnati . . . **Tim Crow** appointed director of the newly created department of quality control and program development at the **Rollins Broadcasting-Telecasting Co.** . . . **Robert B. Gordon,** former comptroller of the **Gresh & Kramer** Advertising Agency, joins the staff of **WIP** Philadelphia as business manager . . . **Alan Henry** appointed general manager of **KWK** St. Louis.

Reed M. Badgley appointed marketing and sales promotion manager of WKMH Detroit. . . . **Michael P. Mallardi** joins Radio Press International as assistant to the general manager. . . . **Herman Maxwell** named sales manager of WINS New York. Maxwell was formerly director of sales for WNBC radio. . . . **Weston C. Pullen, Jr.,** a vice president of Time Inc., appointed president and a director of Time-Life Broadcast, Inc. Vice presidents and directors of the company, which will consolidate all the broadcasting activities of Time Inc., include **F. S. Gilbert,** formerly general manager of *Time Magazine,* and **Sig Mickelson,** formerly president of CBS News. . . . **Ward M. Cornell** appointed manager of CFPL London, Canada. Cornell moves up from the post of program manager. . . . **Monte DeVon** named manager of KIMA Yakima, Wash. DeVon previously was in the sales department of KIMA-TV. . . . **Earl R. Harper,** a sportscaster for WHIH Tidewater, Va., named the station's sales manager. . . . **John T. McLean** appointed director of sales development for WDAF Washington, D. C. McLean was formerly manager of radio promotion and research at WDAF. . . . **Oliver Allen,** former program director at WRAP Norfolk, moves to WAOK Atlanta to take over the position of coordinating director and production manager. Allen also will be production manager of the newly formed AOK Management Services, Inc. . . . **Dale Drake** moves into the post of national-regional sales manager for KXOL Fort Worth. . . . **Wendell B. Campbell,** managing director of KGBS Los Angeles, and **John C. Moler,** managing director of WIBG Philadelphia, both elected vice presidents of the Storer Broadcasting Co. . . . **Rogert Garett,** general manager of WBOY Clarksburg W. Va., elected mayor of the city.

Networks

Everett H. Erlick elected vice president and general counsel of **American Broadcasting-Paramount Theatres, Inc.** Erlick moves over from Young & Rubicam, where he was a vice-president in the radio-tv department.

Elmer W. Lower, manager of NBC news in Washington, named NBC's director of news and public affairs. . . . **William B. Monroe Jr.,** news director of WDSU-TV New Orleans and president of the Radio-Television News Directors Assn., replaces Lower as manager of NBC news in Washington. . . . **Jack H. Mann** promoted to post of director of ABC Radio Pacific and ABC Radio West. . . . **Harry E. Hobbs Jr.** appointed to position of central division sales manager for NBC. Hobbs was previously eastern sales manager.

Industry

Mike Schaffer, director of promotion and advertising at **WFIL** Philadelphia, elected to the board of directors of the **Broadcasters' Promotion Assn.** . . . **Charles A. Sobel** joins **Universal Marketing Research,** an affiliate of Alfred Politz Research, Inc., as a senior project director . . . **Charles J. Wade** named a vice president of the **Lanolin Plus Co.** . . . **Frank Lander** appointed vice president for national sales of **Teen America Associates, Inc.** Lander previously was an account executive with Dunnan and Jeffrey, Inc.

Dr. L. Curtis Foster elected vice president of Zenith Radio Research Corporation, Menlo Park, Cal., a subsidiary of Zenith Radio Corp. . . . **Herminio Traviesas,** vice president of BBD&O, named chairman of the Radio and Television Executives Society's membership committee for 1961-62. The Society now boasts its highest membership in its 21 years with a roster of 1,208. ■

WHAT JOE CULLIGAN THINKS OF RADIO TODAY

Continued from page 21

work radio in its era of decline?

Primarily, Culligan is never happy unless he is in the midst of a great challenge. "I was happy to take the job," he recalls. "I have always had an instinct to fight for the underdog."

Network radio is a superb communications system, Culligan once said, "but it matters little if your communication isn't sound and clear and well thought out." Capitalizing on network radio's flexibility and on television's physical inability to present news instantly, Culligan's first step toward restyling network radio was to introduce the famed *News on the Hour*.

A former Culligan associate remarked recently that the toughest job Joe ever had to do was go out and sell *News on the Hour* to the affiliates. "Most of the affiliates had rock-firm commitments at certain on-the-hour periods for news programs with long-time local sponsorship. In Los Angeles the NBC affiliate had programed the *Richfield Reporter* at 10 p.m. for 20 years. They didn't want to give up that program. But Culligan sold them. He charmed them right off their feet. His selling point was the future of the NBC radio network, and how it depended on program changes such as the *News on the Hour* concept, how it would help them to resist the rock 'n' roll craze dominating the independent stations."

With *News on the Hour* cleared by 90 percent of the affiliates, and an immediate hit when it went on the air on January 14, 1957, Culligan moved to strengthen news by introducing the NBC *Hotline*, the network-to-affiliate quick communications system that allowed fast newsbreaks to bulletin on the network, or be taped for later presentation on stations that could not interrupt programs in progress.

Together the *Hotline* and *News on the Hour* produced $4,200,000 in new revenue for NBC the first year of their operation. Clearly, these innovations were moving the network in the right direction, filling a program need by striking a responsive chord in listeners and advertisers alike.

Marking Culligan's NBC radio career, too, were such Culliganisms as "imagery transfer," (the listener's capacity to shift the image he receives of a product from television to the same product advertised on radio) and "engineered circulation" (the ability of an advertiser to scientifically reach an audience at various levels of activity).

He still nurtures the dream that his "engineered circulation" theme will be picked up by other broadcasters and usher in a new day for radio. "It is the next biggest thing for radio," he says, "because radio is the *one* medium that is scientifically designed to reach audiences at levels of activity. Once a person buys the advertised product, it can become its worst enemy if it stands unused on the shelf. Radio can remind the consumer of a product's usefulness, and can reach him as he is about to buy."

Culligan's "engineered circulation" has gained attention from sellers of spot radio, some of whom have recently tied spot frequency to frequency of purchase. The plan usually works best for fast turnover products such as cigarettes, groceries, gasoline, candy, toiletries.

Culligan firmly believes that the next 18 months will be amazingly like the first 18 months of the '50s in shaping the broadcasting industry for the next 10 years. International radio and television are just over the horizon, and Culligan is certain that the two media will become global in dimension. Interpublic has already focused the attention of broadcasting men on international communications, says Culligan, citing the work of Sylvester L. (Pat) Weaver (Culligan's former NBC boss) in his role as president of McCann-Erickson Corp. (International).

Radio is entering this decade with a fully developed sense of its strengths, Culligan believes, and the continued cultivation of its natural gifts should make the medium grow vigorously.

"Radio's greatest function and most important contribution is the offering of news and commentary," says Culligan. "Radio cannot be primarily an entertainment medium. Radio must inform, because it is the only medium capable of informing while news is happening.

"But a second function is specialized entertainment. Music provides this in part. But a station that is aware of audience preference cannot ignore other types of entertainment. To do so is to forget the desire of the listener to hear a program that will stimulate him intellectually as well as entertain him.

"The recent emergence of bright comics and satirists like Elaine May and Mike Nichols, Mort Sahl and Shelley Berman is important for radio because their fare calls for mental participation by the audience."

In Culligan's network days, long before quiz scandals broke or Newton Minow's "vast wasteland" speech became famous, he was one of the most vocal advocates of public interest programing. He personally directed the creation of *Image Russia*, 40 hours of tapes programed at night in segments. The program was well received by listeners and won an award. But it went sponsorless, says Culligan, because it was too "controversial" a subject for advertisers who are too "sensitive." He followed *Russia* with *Image Minorities*. That, too, went on the air without a sponsor. But he was so convinced that these programs were good for the public and good for radio, that NBC footed the bill for the broadcasts.

"No rating," he says, "can ever correctly measure the service that an advertiser renders the public and itself with public interest programing. But if the public is going to demand escapism, it should get it."

Culligan says he would like to see programing upgraded as much as would FCC Chairman Newton Minow and NAB President LeRoy Collins. "But," he qualifies, "continued general criticism is not good, for two reasons. For one thing, the broadcasters who do not deserve criticism bear the brunt of it. On the other hand, those who do deserve the attacks hide behind the generalities of criticism. When charges are made they should be specific and isolate the few culprits who now give the whole industry a black eye.

"After all," he continues, "broadcasting is a terrifically demanding business. All businesses suffer crises, maybe once a month, maybe less. But in broadcasting there are two or three crises every day that put a heavy drain on talent. Working un-

3 LOCAL RADIO STATIONS IN 1

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WFHR

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WHAT JOE CULLIGAN THINKS OF RADIO TODAY

Continued from preceding page

der such pressures it is a little difficult to produce overnight the idealistic medium that those in power have come to expect."

Because Culligan has been away from a direct involvement with radio for the last 16 months, he has taken on an agency man's perspective of the medium. Perhaps more than during his radio days, he is keenly aware of the necessity for getting radio's story across to agency management. One of the first steps radio must take, he says, "is to promote to national advertising agencies the idea of hiring a high-ranking radio specialist."

Radio stations can make an important stride themselves, simply by raising rates. "Rates are too low," accuses Culligan, "and this alone tends to understate and undersell the medium's importance."

It is unfortunate for broadcasting that Joe Culligan's responsibilities at Interpublic are not more directly involved with the sound medium. But he is always on the fringe of broadcast activity. With his somewhat nebulous title of general corporate executive, he is apt to be in the midst of any agency skull session on the management level.

The advanced projects division of Interpublic is under Culligan's command. It includes basic research and the corporate information department.

Culligan is heavily involved in projects that will help the client's business grow, for "we grow only as our clients grow."

Currently, he is busy investigating all forms of commercial and public service communications. "We are pioneering," Culligan explains, "in the area of non-verbal communications. This is an important area, because even the successful verbal approach can be restricted by a breakdown in non-verbal communications."

Culligan also cited the TV Factor Analysis study prepared by MarPlan Inc., a division of Communications Affiliates Inc., itself a division of Interpublic. "This study scrutinized hundreds of television commercials to factor out the high and low interest elements. It is available to our clients for their consideration in weighing certain elements of a campaign," he explains, adding that some of the data pertaining to sound may have application to radio.

The complexity and multiplicity of Interpublic affairs that pass through Culligan's hands would make the average advertising dynamo limp. But Culligan thrives on variety and delegates authority freely.

One secret to the Culligan success in dealing with people is intimated by a long-time friend and former NBC associate: "Joe accepts his aides as knowing more about their specialties than he does. If he disagrees with them, he will always hear them out before making a contrary or compromising decision. He is never an unpleasant man. And I don't think that Joe ever fired anyone without first helping them get another job. He listens to the problems of people who work for him, sifting details, airing ideas, trying to reach conclusions and determine new directions."

Away from the office, Culligan puts as much enthusiasm into pastimes as he does into work. He is president of the Radio and Television Executives Society, a group he has enjoyed even more in the year and a half since he left NBC, because it gives him a chance to keep up old friendships and talk casually about the broadcasting industry he is so fond of. But his association with RTES is more than a casual one. His willingness to serve in the top post is a key to the Culligan personality: he welcomes responsibility.

He is a trustee of the American Child Guidance Foundation, which combats juvenile delinquency at the prevention level. And he is chairman of the annual fund-raising drive for the Boy Scouts of America.

It is significant that of the three "groups" Culligan associates most with away from the office, two are concerned with the welfare of children. He gives his time freely to his own children, passing much of his weekends with them when he is not on the golf course at either Appawa-

nis or Westchester country clubs in Rye, New York, where he lives.

Culligan and his wife, Doris (he met her when they worked at Hearst Corp., she as an assistant editor, he as a salesman), live on a small estate that is, for recreational purposes, nearly self-sufficient. They have a swimming pool, enough ground for Joe to practice golf shots, a pony that the kids ride, and jungle gym that keeps the children happy and Joe fit. Kerry, Joe's 14-year-old son, fishes with his dad (he is named for County Kerry, Ireland, birthplace of Joe's father) and is now in Key Largo, Fla., on a fishing trip. His three daughters—Susan, Carolyn and Eileen—are all younger than Kerry and home for the summer, pursuing their favorite Culligan sports—horseback riding and swimming.

Although he doesn't like to be away from home, Culligan finds himself traveling to various agency and client offices throughout the country an average of two weeks per month. While on the road (or in the air, as reality would have it) he gets a chance to read the latest books. Not a college graduate (he attended Columbia University at night for a while), he is one of the most well-read men in business. He has books in his office and often picks one up during a lull between meetings or appointments, or on an occasional lunch hour when he is in the office alone. He reads on the train from Rye to the city and back. He reads in the barbershop.

The latest novel is always a topic for brisk conversation with Joe. But his reading of the novel is only for pleasure. The bulk of the books he reads are histories. His preoccupation has become, more and more, the study of the "anthropological view of the human condition. There is no more fascinating subject to me than the history of human civilization."

One of Culligan's favorite, off-beat schemes is his dream-concept of a revolutionary plan to solve the population explosion. He calls this plan the "bridge city," and has an artist's drawing of such a city on his office wall. The bridge city is one built over bodies of water; it evolves from a simple fact that Culligan is quick to point out. "All the congested metropolitan centers of the world are located on great bodies of water—a lake, an ocean or a river. Why not make use of the millions of 'acres' above these waters."

For inland congestion, Culligan proposes the "ridge city." "The glaciers of the ice age," he says, "left great valleys and ridges in the earth. Whole cities could be suspended from one ridge to the next."

He envisions these cities as modern utopias, embellished with germ-free air conditioning, car and passenger elevators and surveilling beautiful, unobstructed views.

One of Joe Culligan's greatest personal trademarks, like the man in the Hathaway shirt, has been the patch on his left eye. It sets him apart from other men, creates an air of uniqueness. Typically, he developed an improved patch when he didn't like what was available on the market.

For years he has received hundreds of letters from persons with the same problem, asking how they can get a black patch just like his. Whether they can purchase them or not, Culligan always sees to it that these letters are answered with a black patch enclosed. He taught his secretary, who has been with him for 10 years, how to make them.

Culligan has not always had the distinction of the eye patch. It came to him in World War II, when, as a first lieutenant in the 1st infantry division, he led a combat infantry forward mission in the Battle of the Bulge. Fragments of an enemy grenade struck him in the face. His left eye was severely damaged and was later removed.

One of the truly remarkable human interest stories of the war resulted when Culligan awoke from the operation to find his sister at his bedside in Liege, Belgium. She was an army nurse, serving in the same sector, and had been rushed to his hospital by an alert doctor.

But there are many facets to Joe Culligan's charm and ability that mingle freely together to produce a man who is truly unforgettable. Perhaps the key to it all is his philosophy concerning his relations with others: "If you sincerely trust and respect your friends and associates and try to lead them primarily by example, they will generally perform better than they themselves think they can." ■

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
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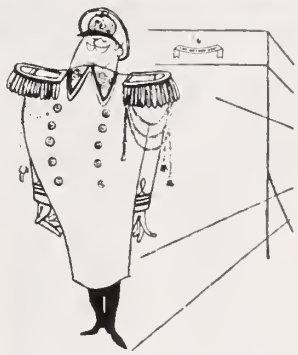


INTRODUCING THE NEW
DRYDEN-EAST
HOTEL
39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single $15 to $22 Suites to $60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

THE MEANING OF TODAY'S NEWS...

"GLOBECASTS"—by the newsmen of **BROADCAST EDITORIAL REPORTS, INC.** who are known 'round the world—will be heard throughout the entire world (beginning Sept. 4) over WRUL, International Short Wave key station of the **WORLD WIDE BROADCASTING SYSTEM.**

These same **"GLOBECASTS"** are available in the United States on an exclusive basis—a new service to your audience, a new dimension to your station's news and public service image.

For full information — contact A. Maxwell Hage, President of B-E-R's newly-formed affiliated organization:

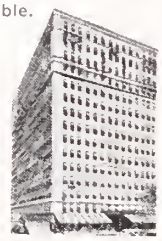
Broadcast Global Reports, Inc.
World Press Center—54 West 40th St.
New York 18, N. Y.
Tel.: LOngacre 3-3942

. . . PUBLIC SERVICE WITH PROFIT

ONE OF NEW YORK'S FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from $10 daily. With air-conditioning from $12-$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.



Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue Hotel
24 FIFTH AVENUE at 9th STREET

NAMES & FACES

Henry G. Fownes Jr., vice president and New York office manager of MacManus, John & Adams, Bloomfield Hills, Mich., has been selected to head the newly created radio-television division of the agency. The agency's broadcast activities, which previously were handled by Fownes within the New York office, will now constitute a separate division with headquarters in New York and offices in Los Angeles. Broadcast billings now account for about 25 percent of the agency's total business. As manager of the new division, Fownes will coordinate broadcasting activities in all of the agency's offices. He will supervise program origination, purchases, commercial copy and production. Fownes has been connected with activities relating to broadcasting since the mid-forties.

Naomi Andrews, network copy chief in the sales promotion and advertising department of Columbia Broadcasting System since 1956, has been appointed to the position of director of advertising for the CBS Radio network. In her new post, she will direct the network's advertising agency, Sudler and Hennessey Inc., in the creation of CBS Radio's consumer and trade press advertising. Mrs. Andrews also will handle the network's direct mail campaigns and other related advertising efforts. Mrs. Andrews joined the CBS Television network in 1948 as manager of the company's sales promotion services. Since joining the CBS organization, Mrs. Andrews has handled a variety of promotion and advertising assignments. She is a native of New York and a graduate of Hunter College.

Jack H. Mann, who joined the American Broadcasting Co. three years ago, has moved up to the post of director of ABC Radio Pacific and ABC Radio West. Mann will oversee the operations of the western sector of the network from the ABC offices in Hollywood. Mann assumed his new position after serving as the network's radio director of advertising, sales development and research. He became a member of the ABC organization in June 1958 as an account executive. During the preceding two years, he was a radio and television program packager. Mann performed the hat trick when he joined ABC by having associated himself with all of the three big networks. Previously, he worked as an account executive with NBC and CBS.

LeRoy A. Emmerich, broadcast production manager of Geyer, Morey, Madden & Ballard Inc., New York, has been named a vice president of the organization. Emmerich has served in his present post since 1956. At the time he joined the company in 1953 to supervise the production of live shows, Emmerich was the head of his own independent production firm. Emmerich has been associated with radio for more than 20 years. In 1941, he joined the international division of the National Broadcasting Co. as a writer, commentator and producer. After the war, Emmerich returned to NBC, then moved to WAAT Newark as a disc jockey. Before forming his own company, Emmerich worked as a program director of WKOX Framingham, Mass.

Jerry Bess has been named to the newly-created post of executive assistant to Hathaway Watson, vice president in charge of broadcast operations for RKO General Inc. In his new position, Bess will report directly to Mr. Watson and will be assigned to special projects covering all phases of the company's broadcasting operations. Bess resigned as executive vice president of Arkwright Advertising, Inc., to accept the new assignment. For the past 13 years, Bess has been closely identified with the Robert Hall clothes account, supervising all of its radio and television advertising. Robert Hall is a major user of spot radio. Previously, Bess was associated with Emil Mogul Advertising and with Louis Cowan Productions.

Robert A. Dearth, president and general manager of Morse International, Inc., will soon join Kenyon & Eckhardt Inc., as senior vice president in charge of the agency's Detroit office. Dearth began working at Morse in 1956. Before becoming president, he had the responsibility of supervising advertising for all national, Canadian and international Vick Chemical lines. For seven years prior to his stay at Morse, Dearth was with Ross Roy, Detroit, rising to the position of vice president. During that time he was in charge of Ross Roy's New York, Chicago and Hollywood offices. Before joining Ross Roy, Dearth was with the Cleveland office of McCann-Erickson. At that agency, Dearth started as copywriter and left as an account executive.

All three agree

WING

is the sound that sells

DAYTON

1ST

Continuous leadership in every PULSE survey (6 A.M.-12 M.) from October, 1959, through April, 1961, in Average All Day Audience.

1ST

Continuous leadership in HOOPER (7 A.M.-6 P.M.) from August - September, 1959, through May-June, 1961, in Share of Radio Audience.

1ST

Dominance in NIELSEN Station Index (7 A.M.-6 P.M.) in Station Total Cumulative Homes and Adult Audience, according to October-November, 1960, report.

REPRESENTED BY
robert e. eastman & co., inc.

WING

Dayton, Ohio

Vice Pres. & Gen'l. Mgr. Dale Moudy

CARLOADS OF FOOD

Continued from page 16

empty half-gallon cartons of Oak Grove Sundee milk.

U&I Sugar Co., which took part in a KCPX Salt Lake City campaign, had a return of empty sugar sacks which represented purchases of 475 tons (over 47 railroad carloads) in 13 weeks.

Such records have become almost commonplace to Community Club Awards of Westport, Conn., and its participating stations and advertisers. Says John C. Gilmore, president of CCA (which has recently expanded beyond the U. S. to radio campaigns in Canada, Australia and Puerto Rico), "CCA has already turned about six million American housewives into garbage collectors."

A CCA campaign is a cooperative venture between that organization, a local radio station, local merchants, national and regional advertisers, and members of the local women's clubs. Merchants and advertisers sign up for radio time on a local station at slightly premium rates for a campaign of 13 to 16 weeks. The CCA director for the station holds a "kick-off" party in the local hotel for representatives of the community's various women's groups, and the promotion gets under way. Cash money prizes (ranging up to $10,000, depending on the size of the market) are offered to the clubs whose members turn in the most substantial piles of "proof-of-purchase" on articles sold by the participating advertisers and retailers.

In its first five years, more than $3 million in prizes was awarded during some 500 campaigns in over 200 markets. Food retailers took part in about 75% of these campaigns. This fall, CCA expects to have campaigns on about 130 stations.

Among the national and regional food advertisers who use CCA are: Sealtest, Ralston-Purina, Hormel, Stokely-Van Camp, Quality Bakers, Swift, My-T-Fine, Gold Medal Flour, Tetley Tea, Folger's Coffee, Pet Milk, IXL Foods, Donald Duck Frozen Juices, Buitoni Macaroni, Chock Full O' Nuts Coffee, Lever Bros., Fritos, Breast Of Chicken Tuna, H. J. Heintz Co., Oscar Mayer Meats, Sesame Chips, Holsum Bread, Lay's Potato Chips, Borden, plus most major soft drinks. ■

FOODS: RADIO'S $76 BILLION QUESTION

Continued from page 16

"What are the necessary ingredients of such a food campaign?" Barborka continued. "An exciting commercial that is framed in the proper time periods and programing in order to pinpoint the chief purchasers and consumers of the particular item in question. In the case of cereals, of course, the housewife is the chief purchaser and the moppets and teeners the main consumers.

"Radio's additional ability to take a major food campaign and dramatize it both on the air and off through local promotion and follow-through makes it one of the soundest media buys."

Both these developments suggest what will have to be done before radio comes into its deserved share of food advertising billings:

(1) Radio must sell itself harder—at *both* the local and national levels to food clients through more research and documentation.

(2) Food advertisers must re-evaluate their media-buying with a closer look at radio and its advantages—especially in the area of economical image building.

The retailing of food has undergone many changes since the day in 1930 when a grocery worker named Mike Cullen rented an abandoned garage in Jamaica, Long Island, advertised himself to a depression-conscious New York as "King Kullen, the World's Greatest Price Wrecker," and introduced the self-service supermarket concept.

By 1936, there were 1,200 such self-service markets in the U.S. Today, there are some 23,000 markets which do $500,000 or more annually. Some 2,200 of these supermarkets were added last year despite the general economic slump.

This year, trade publication *Chain Store Age* estimates 2,300 more will open, about 1,000 of them in the big suburban shopping centers. With the boom of the shopping centers in areas well beyond the metropolitan limits, some food people are beginning to wonder if their old reliance on newspapers for advertising is sound. Studies show that metro papers are not following the suburban population drift, but that air media are.

The supermarket explosion has mutated the whole food picture. Where the old corner grocery of another era used to stock about 500 or 600 products, today's supermarkets stock 6,000 to 8,000 items. Even the cities' "bantam" stores (usually controlled by a supermarket chain) stock 1,000 or more items.

Paul S. Willis, president of the Grocery Manufacturers Assoc., foresees the larger supermarkets of the end of this decade "carrying some 12,000 items in stock, and half of them will be different from those sold today."

The "independent" grocery, as grandpa knew it, is all but extinct. Now there are supermarkets, superettes and small (or bantam) stores—so classified on the basis of their annual volume ($375,000 or more down to $75,000).

They are generally of two types: (1) Co-ops in which retailers control the warehouse and warehouse management, such as IGA; (2) Voluntaries where warehouses are controled—not by the retailer—but by an outside management which controls everything; this is the true chain such as an A&P.

The public attitude to shopping also has been changed by the supermarket. A *N.Y. Times* article stated that more people are exposed to supermarkets than to schools, churches or movies. "Once a week," the article said, "the housewife (or her husband) will go to a big regional, semi-department store kind of super, as far as 20 miles from home to do the major shopping; between times she will fill in at the nearest bantam." It has made the housewife an entirely different type of shopper than was her grandmother.

The shopping list, for example, has all but disappeared. A recent survey revealed that only one in five women carry a detailed list of articles.

"Supermarket buying is basically impulse buying," says Arthur D. Greason, president of Food Enterprises, Inc., a food brokerage firm in Rye, N.Y. "Advertising or packaging may help plant the impulse, but it won't have any effect unless the goods are prominently displayed in the supermarket. It's a constant

battle to get the item on the shelf and keep it there."

Getting displays in aisle gondolas, pyramids and other prominent areas is the chief problem facing a food packager. In 20 minutes to half an hour of shopping, it is impossible for a housewife to see every one of the 5,000 to 6,000 items stocked. It has been estimated that an aisle display in a supermarket will up the sale of that brand from 13% to 20%.

Here is where radio can do a job.

Sometimes it is accomplished through a radio personality—local or national. Edward C. Parker, president of Tetley Tea Co. which uses Arthur Godfrey on CBS Radio, says of this personality: "The trade response has been enthusiastic. This is extremely important for us because we are an independent tea company and sell no other product. Dealer cooperation in giving our tea prime shelf position has a decided effect on our sales."

Of the same CBS Radio personality, James D. Wells, v.p. and director of marketing for William Underwood Co. (meat spreads), says: "Godfrey commercials outpulled two half-page color ads in leading magazines by far. And on top of that, his approach to our in-store advertising program has produced top display results." Radio networks along with local stations across the country are constantly aiding brand advertisers in their battle to get supermarket displays. A trend appears to be developing in "talk" programing aimed especially at housewives.

In New York, WOR aggressively woos the food advertisers through such programs plus research and merchandising. Personalities such as its Martha Deane and food authority Carlton Fredericks pull listener requests of about 30,000 in introducing new food products; with that kind of consumer interest, a supermarket operator is usually glad to tie-in with point-of-purchase displays. These are ways in which radio can help the retailer.

Since it is the supermarket operator who controls the impulse buying, radio's challenge is to be of still more help to him. It is the way to open the gate to more national brand advertising. The biggest appeal radio can offer the local retailer is to help him run his store more efficiently.

The food profit picture is a discouraging one.

A&P, the largest food chain, does more than $5 billion volume annually yet winds up with a net profit of only about 1%. According to *Food Topics,* supermarket trade journal, the average $1 million-a-year supermarket only shows a gross profit of 19.25%. Out of this gross profit must come the major store expenses: payroll, 9.57% of sales; rent, 1.47%; supplies, 1.0%; fixtures and equipment, 1.26%, and advertising, 2.13%. Of every dollar taken in, over 80 cents must be re-invested in merchandise.

"The road to profits in the supermarket business is not in raising prices but in more efficient operation," says Leroy M. King, editor of *Food Topics,* who once ran his own $1 million-a-year supermarket and later developed a whole suburban shopping center.

King can give admen a retailer's view of the food business. "Just remember," he says, "that the store operator has between 5,000 and 6,000 items, most of which are nationally advertised. He is only interested in handling and selling merchandise that has been pre-sold to his customers. He expects you to advertise. Quit advertising, and he will throw you out of the store. Make the most of it by translating it into terms of local impact. 'What is in it for me?' —this is the language market operators all over the country understand."

Although supermarkets are getting bigger (they may average 15,000 square feet), they still suffer from congestion. Part of this is due to the operator often adding all sorts of department store items such as records, clothing and lawn mowers; but this he does to offset the low-profit foods with higher-profit merchandise. Yet despite the crowding, the average food store is offered more than 16,000 point-of-purchase in-store promotions a year.

He also is offered about 40 new items to stock every week. If he takes on any of these, then something else inevitably is thrown out to make room—most likely rejects are low profit items, brands that don't advertise, or brands whose advertising is not helping the retailer.

Radio has an opportunity to work with the retailer in many ways. One way is to enlist the national advertiser in a creative approach to in-store merchandising. For example, the supermarket's most profitable food items are green groceries, fruits and meats. Most packaged foods are sold at break-even prices—or even below; their main value to the retailer is in traffic-building.

So if radio has a packaged barbecue sauce account, for instance, a welcome way to an in-store display for this account is to tie it to the retailer's profitable meat counter. Or a packaged cheese account can be of help to the retailer by being tied-in with its high profit fresh fruits such as cheese-and-apples, cheese-and-grapes (which incidentally are sold at about a 35% profit).

Some other opportunities for radio lie in taking more interest in co-operative advertising plans and in retailers' private label advertising—with the retailer's interests uppermost. Private labels, after all, were born of a desire for a store "image," which brings everything around again to the move taken by Co-ordinated Marketing Agency. ■

KEEP YOUR EAR ON . . .

RADIO PULSEBEAT NEWS

Bringing the news sounds of the nation ALIVE!

—SOUNDS THAT ATTRACT LISTENERS
AND RING CASH REGISTERS—
JOIN THE GROWING RPN FAMILY OF STATIONS NOW!

RADIO PULSEBEAT NEWS
153 - 27 Hillside Ave., Jamaica 32, N. Y.
AX 1-4320 (For Sample Feed—AX 1-6677)

EDITORIAL PAGE

THE CHANCE TO BE A MAN

IN this issue (page 17) we're taking a comprehensive look at one of the most vital and significant developments in modern broadcasting, the steady growth of editorializing by responsible radio men.

It is a tremendous subject and a great deal has already been written about it. But, in our opinion, the best things have not yet been said.

Editorializing is more than just a branch of radio's wide range of public service, more than another device to justify a license renewal.

With all due respect to Chairman Minow and Governor Collins, who have both urged an increased amount of station editorials in order to "help Americans better understand this complex world," through "a fair and responsible clash of opinions," we think there is an even finer reason for the movement.

We welcome the rise of editorializing because it offers the individual broadcaster the chance to *be a man*—in the truest, most mature sense.

The station manager who is not afraid to take sides, to speak his mind on controversial issues, to "sign his name" to what he says, and to accept the consequences, whatever they are, is demonstrating the kind of vigorous manhood which America and the entire free world stand greatly in need of.

We are delighted that there is already so much evidence that radio men are accepting this challenge. It speaks well for the virility of the industry itself.

In the past, many nervous critics have worried that "most stations aren't equipped to editorialize." They have cautioned against editorializing without trained personnel, thorough research.

Undoubtedly their points are well-taken. But, in our opinion, their fears are groundless.

Nothing matures a man more quickly than the assumption of responsibility. Nothing makes a man more acutely aware of the need to back up his opinions with facts than voicing them openly in a public forum.

We think editorializing is great stuff, great for the country, and even greater for the individual broadcaster. ■

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC–TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

JOHN GAMBLING

A dairy advertiser on 'Rambling With Gambling' for 4 straight years says: "This program has proved our most effective source of advertising."

DOROTHY AND DICK

Dick Kollmar and Dorothy Kilgallen's program alone accounted for 60% of the total responses from 12 radio stations for a premium offer by a frozen food packer, and at the lowest cost-per-return of any station.

MARTHA DEANE

The dean of women commentators prompted 26,455 requests for a sponsor's offer of a sample package of instant coffee.

THE McCANNS AT HOME

Noted food authorities, Al and Dora McCann pulled 14,000 replies for a sponsor's cookbook, as a result of just two announcements. Said the sponsor: "Tops anything I have seen in many years."

CARLTON FREDERICKS

The distinguishe nutrition authorit received 30,000 r quests for a sampl bottle of salad dres ing within 5 days o the offer.

...and advertisers get the same powerful results every day on WOR's RADIO NEW YORK with JIM COY, ARLEN FRANCIS AT SARDI'S, THE FITZGERALDS, and radio's finest line-up of newscasters: LESTER SMITH, HARRY HENNESSEY, HENRY GLADSTONE, JOHN SCOTT, JOHN WINGATE, LYLE VAN, and PETER ROBERTS.

TALK ABOUT FOOD!

No one does it better than WOR-Radio personalities, newscasters, and merchandising experts who work for you on both sides of the supermarket counter.

That's why every year more food and grocery product advertisers use WOR than any other station in New York—2 times as many as use the #2 station.*

What's more, as many exclusive food and grocery product advertisers (accounts using only one station) use WOR as use all other New York stations combined.*

In food, as in any business, talk is only as good as the talker. That's why your words are worth more on the most widely listened-to station in the nation—the one station where talk remains the liveliest art.

*BAR Jan. 1961

WOR RADIO 710

FM 98.7/An RKO General Station

U.S. FM

AN AIR MEDIA PUBLICATION FOR FM BROADCASTERS AND ADVERTISERS

UGUST · 1961

OL. 2 — NO. 7

HOMES: MILLION page 3

L FM BE ASS MEDIUM page 6

AL CAPSULES FM SUCCESS page 9

STATION LISTING page 11

TRENDS AND ELOPMENTS page 1

WHOM-FM (92.3 mc.)

becomes

the New York

VOICE OF HERITAGE

. . . presenting 18 hours of the world's outstanding music each day from 7:00 a.m. to 1:00 a.m. With the addition of the big New York market, Heritage Stations now offer coverage in every important market area in the country...broadcasting to the nation's greatest captive FM audience. THE NATION IS FOR SALE . . . BY HERITAGE!

HERITAGE STATIONS

NATIONWIDE

U. S. FM is on the move!

U. S. FM, one of the two magazines published monthly by Air Media, Inc., will be merged with its sister publication, U. S. RADIO, with the September edition.

The publishers think such a merger of the leading publications covering both phases of radio broadcasting—amplitude modulation, frequency modulation—will bring to a far more vast audience of readers . . .

- news and analyses of current developments in radio,
- an appraisal and perspective on trends which are emerging in this ever-new but older sound medium,
- a better understanding as to how radio—in both its forms—can serve the vital interests and objectives of its three participants: the listener, the broadcaster and the advertiser.

You, as readers of this magazine, will be able to enjoy and to take advantage of "one-stop reading"—the presentation of crucial issues and developments in the radio broadcasting business under one cover, written and presented in easy-to-assimilate style, developed at all levels to give readers a rounded as well as deepened perspective on the industry.

FORE MOST

Motorola gives heavy billboard promotion to its fm radios

Motorola's new fm car radio was heavily promoted on billboards during May and June to reach driving traffic in 99 markets, each with at least three fm radio stations. Programatic Broadcasting Service, in its current newsletter, commends the manufacturer for its "display of confidence in the new medium in spending impressive money in posting roadside billboards." The agency: Leo Burnett, Chicago.

NAB surveys its fm station members to learn plans

NAB, in a new survey of its fm members, indicates that 79 of them will be broadcasting stereo programs by the end of this year and another 178 by the end of 1962.

Details of its mail survey of some 600 fm stations:

- 185 fm stations said they plan to begin stereo broadcasts.
- 140 fm facilities do not plan to go into stereo.
- 32 stations have made no decision on the matter.
- 24 stations combine stereo in both am and fm broadcasts and have no specific plans for stereo fm only.

Fm stations have many plans for stereocasts

NAB also queried stations as to the number of stereo hours they would broadcast weekly. The range was wide: from two to 130 hours per week. The biggest single reason for a delay in starting stereo broadcasts, say the stations: a scarcity of fm stereo receivers. NAB's Research Manager Richard Allerton says that of those 185 stations which report they'll go into stereo, 46 will begin stereo programing next year, seven more stations in the post-'62 period and 77 before the end of this year.

Fm Station Key sees rise of 126 stations in 6 months

Gaining number of fm stations are taking the air, with matching rise in national rather than merely local or regional broadcast interest. One significant indicator is the rise in correspondence to U. S. FM editors, and the additional reports which stations are detailing for use in the monthly Fm Key (see page 11). In the past six months, the station listings in the Key have risen from 369 to 495.

Henri, Hurst & McDonald has special fm summary

A Chicago agency—Henri, Hurst & McDonald—joins Young & Rubicam, New York, as a pace setter in exploiting and detailing the fm market for its accounts and its prospects. Lee Randon, audio-video director of HH&M, gives some of his and the agency's "inside" thinking on the fast moving medium of fm. (See page 7.)

Hi-fidelity show uses radio to sell itself

Developers of the high fidelity music show for the greater Delaware Valley area, scheduled for the Benjamin Franklin Hotel in Philadelphia from October 27 through 29, gives stress to the value of radio advertising. Show Director Harry Bortnick says "major funds" have been set aside for the purchase of radio announcements, as well as for other media, and that U. S. Savings Bonds will be awarded to winners in several advertising classes, including the "best use of company advertising on radio" in supporting the show.

LETTERS

Great benefactor

Congratulations on U. S. FM! I am sure it will prove a great benefactor to the fm cause.

David M. Myers
President
WFGM-FM
Fitchburg, Mass.

Improving with age

Gentlemen, allow me to say thank you for your fine publication, U. S. FM. Every issue seems to be more valuable than the one before it.

Kenneth G. Moore
KHOF-FM
Los Angeles

High hopes

We thoroughly enjoy U. S. FM. We feel it to be a great help with our fm problems and do hope the magazine will continue as a separate publication.

George H. Haskell
General Manager
KNEB-FM
Scottsbluff, Neb.

Good news

We appreciate the fine work you are doing in putting good radio news in print.

Joe Urban
Manager
WEKZ-FM
Monroe, Wis.

"Our own"

Congratulations on U.S. FM from WDBN-FM! It's a shot in the arm the fm business has needed, a magazine we can "call our own."

WDBN has been on the air for almost 10 months, with success leading the way from the very beginning. For this reason, we are convinced that fm is not a thing of the past, or, a product of the future, it is here now, and, we feel that the success of this fm station, and, many others like it, have proved just that.

Theodore Niarhos
Vice president and general manager
WDBN-FM
Barberton, Ohio

U.S. FM

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Enjoys surveys

Many thanks, we enjoy reading U.S. FM each month, and in particular the article about surveys. We feel that much needs to be done in this field, and soon hope to take our place as a "doer" on surveys.

Bill Dahlsten
Operations Manager
KAFM
Salina, Kansas

Helpful

We find this magazine very helpful and want to continue receiving it.

Dave Yearick
Commercial Manager
WMUU-FM
Greenville, S.C.

Interesting

We find U.S. FM extremely interesting and helpful.

Robert A. Gates
Manager
WFAH
Alliance, Ohio

Fm home box score: 14 MILLION

New fm home count gained from student's thesis marks a research milestone

THE findings of a student, probing fm for facts to fill a master's thesis, have suddenly added some solid flesh to the medium's profile.

Although unofficial, a new educated projection of the number of fm homes in the United States is estimated at 14 million according to a thesis prepared by Don Mohr for New York University.

At the recent National Assn. of Broadcasters convention in Washington, D. C., he states in the study, "a leading advertising agency [ED. NOTE: Young & Rubicam, Inc., New York] released a study on the fm radio audience, in which it was reported that approximately 28 percent of all radio homes have an fm receiver. By applying this figure against the number of U. S. radio homes, currently estimated at 49,500,000* pending a more current estimate, fm homes may be estimated at approximately 14 million."

Mohr has made the same projections for approximately 30 markets, based on The Pulse Inc. fm market penetration reports (see chart, page 4). In studying these markets in relation to total U. S. fm homes, Mohr has observed that the six largest fm markets — New York, Los Angeles, Chicago, Boston, Philadelphia, and San Francisco-Oakland—account for a combined total of 5,636,222 fm homes.

"Thus," he concludes, "40.3 percent of all U. S. fm homes are located within these six major metropolitan areas. This fact would seem to be quite significant to an advertiser interested in fm radio as an advertising medium."

Because these six major markets seemed to loom as the most impor-

*Source: Radio Advertising Bureau, 1960 Radio Facts Pocketpiece.

Don Mohr, a graduate student in the school of business administration, New York University, has recently submitted for an M.B.A. degree a thesis entitled "The Potential of Fm Radio as an Advertising Medium." Portions of this work are described in this article. Mohr has been on the staff of a national advertising agency for the past three years. In order to identify his study as one done for personal reasons, Mohr asked that U. S. FM *withhold the agency's name.*

Fm penetration and projected number of fm radio families*

	Fm penetration % of am homes	Date	Radio families in metro area Families	Date	Projected fm radio families
Akron	26.6	4/60	152,200	1/61	40,485
Albany-Troy-Schenectady	33.1	10/58	204,600	1/61	67,723
Atlanta	19.2	10/60	275,600	1/61	52,915
Baltimore	27.9	4/57	482,100	12/60	134,506
Boston	50.1	2/59	938,700	12/60	470,289
Buffalo	34.8	9/59	388,100	12/60	135,059
Chicago	42.9	11/60	2,013,300	1/61	863,706
Cincinnati	29.1	1/60	333,600	12/60	97,078
Cleveland	36.1	6/59	528,900	12/60	190,933
Columbus	37.4	10/58	195,500	1/61	73,117
Dallas-Fort Worth**	20.7	4/58	450,095	11/60	93,170
Denver	38.5	6/60	273,600	12/60	105,336
Houston	31.2	8/60	359,300	1/61	112,102
Kansas City, Mo.	33.3	11/60	339,500	1/61	113,054
Los Angeles	48.9	6/59	2,181,500	12/60	1,066,754
Miami	31.7	10/58	282,100	2/61	89,426
Milwaukee	22.1	4/58	350,700	12/60	77,505
Minneapolis-St. Paul	20.5	10/60	417,900	12/60	85,670
Nashville	11.8	11/59	105,500	11/60	12,449
New Orleans	24.1	11/58	240,400	12/60	57,936
New York	53.5	10/60	4,417,300	11/60	2,363,256
Norfolk	31.8	12/60	159,100	5/60	50.594
Philadelphia	36.3	2/58	1,253,400	1/61	454.984
Pittsburgh	30.1	2/59	673,500	12/60	202,724
Portland, Ore.	46.1	11/57	286,100	2/61	131,892
Providence	35.1	10/58	208,400	10/60	73,148
Richmond	28.1	8/59	112,000	12/60	31,472
Rochester	41.9	10/58	178,600	10/60	74,833
San Antonio	22.2	11/60	177,300	11/60	39,361
San Diego	39.4	10/59	304,000	11/60	119.776
San Francisco-Oakland	47.3	9/57	882,100	1/61	417,233
Seattle	21.3	2/60	354,300	12/60	75.466
Washington, D. C.	40.3	4/59	579,800	12/60	233,659

*Source: The Pulse Inc. (Note: Reports used for each market are indicated by the dates in the table.)
**Covers Dallas and Tarrant Counties only.

tant in his study, Mohr prepared, where similar information was available for three or more markets, a composite figure through use of a weighted average.

In order to arrive at composite figures he weighted the Pulse data for each market by the size of the respective market. For example, the table on page five, *Ownership of fm radio sets,* was weighted by the number of radio homes in each market. Two other tables, not reprinted here, *Use of fm radio in the last week* and *Reasons for listening to fm radio,* were weighted by the number of fm homes in each market.

"It is questionable," Mohr says, "whether or not these composite figures should be projected beyond the sample, as most of the reports were done in different years and at different times of the year; and there was a slight difference in the wording of questions among some of the reports. Furthermore, two Los Angeles reports were used interchangeably.

"However," he states, "since no similar data exists in composite form for these six markets to the best of the author's knowledge, the data gives some approximation of the combined market."

In his study of how many listeners used their set in a one-week period, Mohr came up with these figures for the composite six-market area: 59.1 percent said that they used their fm radio during the week; 40.9 percent said they did not. Thus, over half of these fm owners used their sets during the week. The highest percentage of tune-in was registered in Los Angeles, where 71.2 percent reported listening in a one-week period. Tune-in in the other five markets was: Chicago, 61.0 percent; New York, 57.4 percent; Boston, 52.7 percent; San Francisco-Oakland, 18.6 percent, and Philadelphia, 17.1 percent.

Among listener's reasons for listening to fm radio, the most cited response (49.2 percent) in the six markets was that they "liked good music." Some 21.8 percent said they had "no particular reason" for listening to fm; 19.2 percent liked fm because there were "fewer commercials;" 15.7 percent said they listened because of "superior sound, tone, reception or lack of static." The figures total above 100 percent because of multiple responses.

Unfortunately, as Mohr points out in his comments, "there is no precise definition of good music. It could be classical, semi-classical, popular, jazz or other type. Good music to an fm owner in one section of the country may not be appealing to another listener in a different area."

Audience data, which will tell an advertiser how many homes within a market are listening to an fm station at a particular time, are still lacking, Mohr points out.

"Although it is obvious," he states, "that audience size figures for fm stations would be lower, in general, than similar figures for am stations, such data would be useful as an aid in evaluating fm stations, time periods, programs and cost per thousand. The fm audience, however small it may be, is a quality audience and should not be compared with am in terms of audience size."

He believes that it is important for fm broadcasters to first sell the medium, secondly the market, and finally, the station.

However, in the absence of widely accepted quantitative audience data, he recognizes that an advertiser considering fm as a vehicle for his methods is faced with not finding the exact number of homes his commercial might reach. At the same time, he reflects, the cost of producing audience size data periodically may be prohibitive for many fm stations.

"One solution to this problem was suggested by the sales manager of a metropolitan fm station," says Mohr. "His proposal is to develop data on fm homes-using-radio for individual markets."

Going one step further, Mohr advocates: "Assuming that all fm stations within a market contributed to a joint fund set up for fm audience research, surveys of fm usage by hourly periods could be taken for the entire market. This would not handicap fm stations with smaller audiences, as ratings for individual stations would not be shown.

"At the same time this information is obtained," he continues, "it would be highly desirable to also obtain audience composition data reflecting the percent of men, women, teens and children listening to an fm receiver at several intervals of the day. Having data with which to sell their market, stations would then be in a position to sell themselves." ■

Ownership of fm radio sets in the top six fm markets*

	New York	Los Angeles	Chicago	Boston	Philadelphia	San Francisco-Oakland	Composite
Total radio homes interviewed	1000	1000	1050	1000	1000	1000	6050
Homes possessing fm receiver	53.5%	48.9	42.9	50.1	36.3	47.3	48.2
Homes without fm receiver	46.5%	51.1	57.1	49.9	63.7	52.7	51.8
TOTAL	100.0%	100.0	100.0	100.0	100.0	100.0	100.0

*Source: The Pulse Inc.

Fm: evolution from 'class' to 'mass'

Henri, Hurst & McDonald's Lee Randon traces the excitement and change of fm in its era of 'revolution' to becoming a mass medium

Among the important contributions to the fm medium is the agency presentation to its clients: a summary of the force and facts of fm which inform and then persuade advertisers to use this kind of radio. One of the newest and most detailed such presentations comes from Henri, Hurst and McDonald, Chicago, and represents the thinking and the work of its audio-video director, Lee Randon.

The basic fm presentation shown by HH&M to its clients and to its prospective accounts is reprinted by U. S. FM in its entirety. But Mr. Randon has corollary thoughts to his written statements which background even further some of his thinking.

This presentation, he says, "marks the closing of one era and the beginning of a new one. It presents the standard picture of the medium to the present. But I have felt for some time that a tremendous change is in the making, one which will almost obliterate the differences between am and fm programing."

Few of the fm stations which have gone on the air in recent years, he adds, have adhered to the classic fine music program pattern. "A surprisingly large number are programing jazz, folk music, special features—all the basic elements of a good am station.

"At least one Chicago station is primarily foreign language, another has adopted the d.j. format, a third is completely am piped out of an fm transmitter. The network affiliates do nothing but simulcasting, yet get ratings. Follow this trend through and you'll find that the differences between am and fm programing are becoming more and more minute.

"In time, the only advantages fm will retain (always excluding the fine music stations) are the small number of commercials per hour, the better quality of fm transmission and new stereo multiplexing.

"Now add one new element: the FCC's announced policy of fostering new high-powered fm stations and downgrading am. The net result could be a complete reversal of the present picture, with fm the dominant radio medium, am becoming the secondary one."

Mr. Randon hesitates to make predictions about the future of stereo, thinking that too much depends on the amount of advertising and promotion the set manufacturers will put behind it. If the manufacturers really push, the stations will join in and fm set ownership could skyrocket.

"If the manufacturers follow the line they did with color tv, the increase in set sales will be steady but slow. The picture is confused, won't begin to clear until fall when the first sets are on the market.

What he terms the "revolution" in programing indicates, in his view, that all present fm research will "soon become obsolete. As the number of fm set owners goes up, the social status of fm listeners, wage brackets, professional standing—all these will have to adjust downward toward am standards, always with the audiences of fine music stations remaining an exception.

"The only statistical support I can offer to substantiate this trend is a set count. There has been a large increase in the purchase of fm and am-fm combinations. Is this the result of a sudden crusade for classical music? Of course not. Basically, it's caused by the realization that you can get am-type programing better on an fm channel."

What Henri, Hurst accounts hear about fm

What is fm broadcasting?

Technically, it means that the broadcast signal is frequency modulated instead of amplitude modulated as in am radio broadcasting. To the layman this boils down to reception which is capable of extremely high fidelity and is entirely static free.

Commercially, fm has become a sponsor's dream. It provides, in many cases, loyal devoted audiences who show their appreciation by also being loyal to station sponsors. More of this later.

Growth of fm broadcasting

This form of broadcasting goes back to the dim days of radio, having competed with am during broadcasting's infancy. Fm lost out to am's broader range and for many years retreated to an experimental position, used primarily by non-commercial stations, such as WEFM Chicago, or as adjuncts to well-heeled am stations, such as WQXR New York.

In each case, the fm station was a lonely tower devoted almost entirely to classical music. While these stations slowly built fanatically loyal audiences, these audiences were so small they were of little value commercially. For truly efficient radio advertising, they couldn't begin to compete with the powerful and popular am stations and networks.

Then came the 1950s and television!

Almost overnight the television stations took over public attention and practically all of the commercial advertising. The am stations and networks began to gasp for air. Radio, said the experts, was finished. All washed up. It wasn't true, of course, and doubly so of fm.

Almost unnoticed in the glare of the tv tube, the number of fm stations began to multiply. By 1951, Chicago's single outlet, WEFM, was joined by seven other fm stations. By the end of the decade, that number had increased to 16. New stations appeared in city after city, until the present total has grown to over 850.

Programing diversity

As the number of fm stations increased, the programing base broadened.

Pioneers in the field continued to build their schedules on a broad base of classical music. Many of the newcomers included a fair share of classical music in their schedules but branched out from there into semi-classical and some jazz.

Others went the am route with completely diversified music and talk shows. All, however, retained a basic fm characteristic: commercials are limited, in many cases to a maximum of six per hour and, in many instances, three per hour, as against the standard six per quarter hour on most standard am outlets.

Fm audiences

As in every other phase of their operation, fm broadcasters seem to have no conception of the importance of the size as well as the quality of their audiences. While am beats its chest over a 98% set penetration and tv thunders about total audiences of 60 million and more, fm seems hesitant about admitting that it has some 80 million listeners in the U. S., reaching over 44% of the total population.

Even more interesting is the fact that this 44% of the population has more than 51% of the entire buying power! Source: *Survey of Buying Power,* July 10, 1960. *Sales Management* magazine.

Those are now impressive figures. But who listens? WQXR New York did a survey of listening habits in January 1959. It polled a random sample of 1,683 names drawn from subscribers of the *QXR Program Guide.* 1,174 completed questionnaires were returned and revealed the following:

Annual income, adult family members

Over $15,000	15.5%
$10,000-$15,000	22.1%

Hours spent with fm often out-pace those with am and tv

Hourly periods	Tv viewing	Am listening	Fm listening
MORNING			
6- 7 a.m.	1.5%	7.9%	3.0%
7- 8	4.2	24.1	15.6
8- 9	6.2	13.6	21.8
9-10	1.8	7.3	26.6
10-11	1.6	5.2	26.2
11-12	2.9	4.6	23.5
AFTERNOON			
12- 1 p.m.	3.1%	9.3%	15.6%
1- 2	3.1	4.3	18.2
2- 3	2.1	4-6	21.0
3- 4	3.2	3.9	27.8
4- 5	5.5	3.7	30.7
5- 6	6.9	7.6	32.3
EVENING			
6- 7 p.m.	11.4%	9.6%	34.8%
7- 8	17.7	5.3	52.8
8- 9	32.4	3.9	65.1
9-10	35.4	5.3	60.9
10-11	26.1	4.3	51.2
11-12	8.2	4.2	23.8

The comparison of hours spent viewing television, listening to am and fm radio is revealing. (This is a survey of fm listeners.)

$7,000-$7,500	20.5%
$3,000-$5,000	10.3%
Under $3,000	5.7%

The QXR network average income is $8,998; the national average, $1,800, the station reports.

Occupation, adult family members

Professional, managerial technical	69.5%
Clerical and sales	8.2
Craftsmen, foremen, operatives	5.6
Service and manual employees	2.3
Housewives, retired persons, students, others not employed	14.4
Total	100%

Obviously, if you want to reach those in the upper income brackets, in the middle and higher social levels—in other words, excellent prospects for an advertiser — you can reach them most efficiently and in the greatest numbers through fm.

And you can reach them best in the evening hours, the prime time hours which television has long claimed as its own. Television still garners a top audience but not among the growing fm audience!

The future

On May 1, the Federal Communications Commission finally approved the transmission of stereophonic music over fm stations. Beginning June 1, fm stations for the first time were able to broadcast stereophonic music over a single channel.

Listeners with properly equipped fm receivers are now able to receive stereophonic sound in their own homes. This will not interfere with normal reception on present-day monophonic receivers.

Leaders in the broadcast industry feel that this new development will give fm a tremendous boost, and will be as important to the broadcasting industry as stereophonic recording was to the record business.

This is of great importance to the fm industry. It is equally important to present and prospective fm advertisers. A concentrated selling program for this new method of receiving fm (and such an expanded program will break within the next few weeks), will increase the fm audience considerably and make this medium an even more effective advertising buy. ■

Henri, Hurst's Lee Randon is a multiple-medi and all-agency advertising professional

The man who wrote this fm presentation, the full text of which appears in adjacent columns, is Lee Randon, an all-round broadcast and advertising professional who has been active in the industry for some two decades.

He's currently director of audio and video for Henri, Hurst & McDonald agency in Chicago where, over the past decade, he has been smitten ever more seriously by the fm radio medium.

He's been a writer, actor, electronics technician, producer of commercials as well as programing, film director and timebuyer.

Two of his industrial films have won awards: "Tie Tie Go Round" for the Chicago Printed String Co. and "The Cultured Wood Story" for Kroehler Mfg. Co., accounts at the agency where he has worked as a radio-tv film specialist for the past 10 years.

After starting with the Chicago agency as film director, he moved to a post as manager of radio and tv in 1956, handling commercials and programing for such a diversified account list as Admiral, Linco bleach, International Shoe and Armour canned meats. Since then he's added responsibilities in two additional areas of vital importance to modern marketers: merchandising and media.

In merchandising, he supervises sales training and sales promotion aids for manufacturers and their sales and dealer organizations. In media, he's been active as a timebuyer for the past 18 months and directs buying activity for such major accounts as Myzon (animal food and health products).

A long-time proponent of fm, he sees marked signs of an upturn in commercial acceptance of the medium. In terms of this commercial appeal, "the fm picture has been very encouraging to those of us who believe in persuasive soft-sell. This type of copy, delivered straight by station announcers, has far outpulled the raucous and blatant commercials we have been forced to use so frequently on am.

"I hope fervently," he says, "that as fm operators continue to veer away from the classic fm image that they will continue to insist on present soft-sell standards. There are as many, if not more, opportunities for creative selling within the soft-sell approach as in the present uninhibited am commercials." ■

FM HIGHLIGHTS

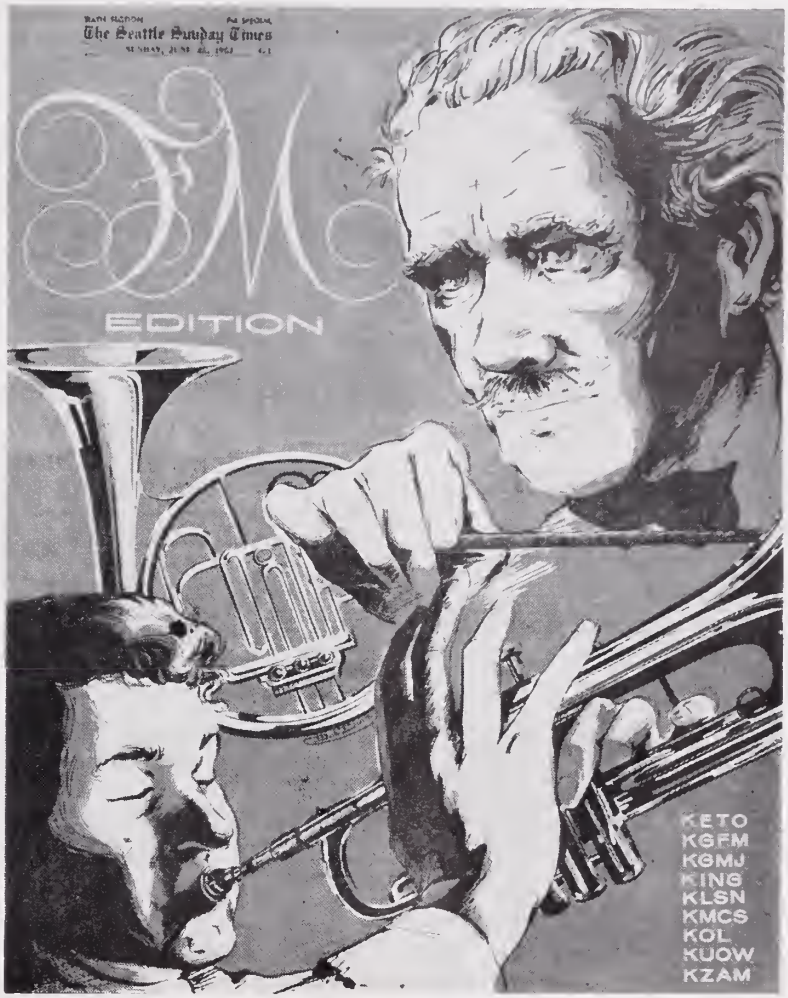
STEREO: WAITING AND WATCHING

An analysis of the status of stereo three months after the FCC approved the use of multiplexing shows a trend among broadcasters to look before they leap. Several stations have already converted to multiplexing, and according to a survey conducted by the National Association of Broadcasters, close to 80 stations hope to broadcast stereo by the end of this year. But a host of other stations, who are interested in multiplexing and hope eventually to install the necessary equipment, are playing cautious for a number of reasons. The major roadblocks are: 1) the lack of fm receivers on the market, 2) the slow response of advertisers to stereo, and 3) the stringent FCC regulations governing the use of multiplexing.

In a speech before a convention of radio retail dealers in Chicago, John F. Meagher, vice president for radio of the NAB, placed the burden of stimulating sales of fm receivers on the manufacturers and distributors. Meagher called for an extensive promotion by the makers and sellers of fm equipment to create a demand among the public for stereo receivers.

"Fm licensees are going to be very reluctant to embark upon stereo broadcasting without full assurance of full cooperation from distributors and dealers in fm stereo receivers," he said. Meagher contended that the success of fm multiplexing "depends, in a large measure, upon how aggressively and cooperatively manufacurers, distributors and dealers are willing to work with fm broadcasters."

Reactions from manufacturers indicate that some are responding to the call. Granco Products Inc. of Kew Gardens, N. Y., a major maker of fm radios, was the first company to market new stereo fm sets, according to Henry Fogel, the firm's president. Fogel explained that the company anticipated the FCC action and



SOLVING A COMMON PROBLEM

Scraping up money to indulge in promotional advertising is a problem long familiar to fm stations. One solution is to combine forces, and this is exactly what the nine stations in the Seattle FM Broadcasting Assn. did to promote the sound of fm. They joined hands with the Seattle Times to produce a special 12-page supplement devoted to fm. The stations provided ideas, articles and chipped in for a portion of the advertising. The newspaper garnered the bulk of the ad copy, mostly from manufacturers and dealers in radios and records who pushed nationally advertised equipment.

began producing the sets as soon as the approval for multiplexing came through. "This is a great new field with tremendous potential," Fogel said, "and we planned long ago to waste no time in going to stereo the moment it was approved." Fogel predicts that stereo broadcasting will create a huge demand for stereo receivers in the same fashion that stereo records set off a boom in the phonograph industry. According to Granco, industry sources expect stereo sales in the next 12 months to add $50 to $75 million to the $300 million annual fm market.

Many people in all phases of radio are still fuzzy about the new types of fm equipment. In an effort to familiarize the industry with stereo fm, the Electronic Industries Assn. held a symposium on stereo at this year's music show in Chicago. The EIA brought together leading figures in the field of radio, including Meagher and Robert E. Lee, FCC commissioner; prepared a booklet called, "A new world of broadcast sound—the facts about fm stereo;" and staged a demonstration of fm stereo transmission and reception. L. W. Sandwick, vice president of Pilot Radio Corp., believed the symposium was notable because it was the first time the electronics industry had arranged for a "full factual report" on a new advance at the time of its introduction.

A further indication of industry interest in stereo is the announcement that fm stereo broadcasting will be the central theme of the 1961 Delaware Valley high fidelity music show in Philadelphia during late October. According to Harry Bortnick, the show's director, it will have the largest and most concentrated advertising and promotional budget ever allocated for this type of activity in the Delaware Valley area. All media, including newspapers, radio, posters, direct mail, cab signs, trolley and billboard displays and promotional tie-ins through store exhibits, will advertise the show.

If these and other similar promotions achieve the desired effect of creating a boom in fm receivers, then it follows that advertising agencies might take another look at fm. At present, most agency people, like many of the stations, are sitting back and waiting to see what happens. As a result, it will be sometime before the significance of stereo can be accurately measured.

Stations already sold on the idea of converting to stereo are still faced with the obstacle of finding the money to buy the equipment. The FCC has laid down strict requirements for the quality of equipment. During the EIA symposium, Robert E. Lee, FCC commissioner, explained that "the commission is requiring the stations broadcasting this new technique to adhere to very high standards in order to provide the public with the type of service that they are entitled to expect from this new and probably relatively expensive equipment. All this will go to naught if the receiving equipment does not match those high standards and I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg."

PROGRAMING

The idea of programing to a highly specialized audience continues to catch on with stations throughout the country. In Detroit, WDTM-FM started a medical news service expressly for doctors. Prepared in cooperation with the Michigan State Medical Society, the service is programed as a series of segments inserted each Tuesday between noon and 3:05 in the station's regular music presentations. The segments include announcements of the coming week's medical events, a five-minute report of current medical news, two 90-second interpretive medical features, a five-minute medical abstract, and an interview with a medical authority. In the first broadcast, the two interpretive features were on glaucoma and common sense rules for sunbathing; the abstract concerned the complications resulting from Addison's Disease and diabetes occurring in the same patient; and the interview featured a University of Michigan professor discussing hospital costs.

In New York, WRVR-FM presented another unusual specialized program last month: eight continuous hours of live folk music. The program, aired from the station's studios in the Riverside Church Theatre, featured a number of the country's top folk singers, including Theodore Bikel, Pete Seeger and Oscar Brand. The station enjoyed the project so much that it plans a second live eight-hour show this month. This time it will present solo and chamber music.

Two fm milestones occurred last month. In New York, WNCN hired a performer at what the station calls the highest salary ever paid a talent in the history of independent fm stations. The performer is Galen Drake, a veteran radio personality long associated with WOR New York. Drake was given a three-year contract and will broadcast three shows daily. WNCN, flagship of the Concert Network, also plans to sign up several other well-known radio performers. All the shows will also be carried by the network's other three outlets: WHCN Hartford, WXCN Providence, and WBCN Boston.

In Detroit, WDTM believes it is the first fm-only station to send a reporter overseas. The station's correspondent, Dan Price, will travel through England, France, Germany and Switzerland, taping interviews with government and business leaders, as well as the man on the street.

BUYING FM

A co-ordinated schedule of 2,366 spot announcements on five New England fm stations has been bought by Monks' Bread. The company purchased the schedule after a trial flight over WPFM-FM Providence, during which sales increased more

than 13 percent in the first 20 weeks. No other medium was used. Monks originally tried fm at the suggestion of Professor Roger Washburn of Harvard University's Graduate School of Business Administration, after experiencing disappointing results from mass media advertising. Livingstone Advertising, Inc. agency for the premium-priced bread developed a series of 10 different pieces of copy read by male and female announcers over the same Bach organ prelude. This was designed to insure variety and still establish product identification with the musical background. Increased sales and listener response encouraged the agency to expand into other fm markets. In addition to renewing schedules on WPFM-FM, the agency has placed schedules with WXHR-FM and WCRB-FM Boston, WTAF-FM Worcester and WCCC-FM Hartford.

CHEAPER BY FM

Several significant facts relating to the economy of advertising on fm were reported in a Pulse survey of the WLDM-FM listening area in Detroit, which the National Assoc. of Broadcasters recently released. The study showed that it costs an advertiser 20 cents per 1,000 listeners for a one-time one-minute announcement on WLDM-FM during an average quarter-hour. Extending this figure on the basis of the station's monthly cumulative audience, the cost per 1,000 listeners comes to less than seven cents.

The station compared this amount to the cost of conducting a direct mail advertising campaign. According to the station, the price of postage used to reach the same number of homes that is touched by WLDM-FM in an average quarter hour is more than five times the cost of advertising on the air. Adding 15 cents for printing and addressing, the cost of a direct mail campaign balloons to more than 19 times the fee for a one-minute commercial over WLDM-FM. The one-time rate for a minute announcement on WLDM-FM is $25, as compared to an estimated $480 for the direct mailing.

The station contends that the Pulse study bears out previous surveys which indicated a 50 percent fm penetration in the Detroit area. ■

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. This issue of U. S. FM includes returns from 495 fm stations. The *FM station key* will be augmented each month as new or additional information is reported by fm operations. See box below for abbreviations. Stations not listed are asked to send in the same information which appears below.

Abbreviations

Rep.—representative; ***ERP***—effective radiated power; ***pen.***—penetration; ***prog.***—programing; where there is an am affiliate, ***sep.***—refers to the fm being separately programed and ***dup.*** refers to the fm station duplicating the am programing; ***cl***—classical; ***con***—concert; ***op***—opero; ***s-cl***—semi-classical; ***pop***—popular; ***st***—standards; ***shw***—show; ***flk***—folk; ***jz***—jazz; ***nws***—news; ***wthr***—weather; ***dr***—drama; ***intvw***—interview; ***cmtry***—commentary; ***rel***—religious; ***sprts***—sports; ***educ***—educational programing; ***disn***—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)
WCRT-FM (Am: WCRT)
National Rep.: Weed
Counties: 42; ERP: 48,800 w
Prog. (Sep.): Cl, s-cl, st, shw
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)
WSFM
National Rep.: Walker-Rawalt
ERP: 20,000 w

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Montgomery
WAJM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WFMI
Counties: 14; ERP: 10,000 w
Prog.: Con, op, s-cl, st, show

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage
KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock
KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl. con, op, s-cl, nws

FM STATION KEY (Continued)

Fresno

KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Glendale

KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs

KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles

KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk

KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KHOF-FM
Counties: 8; ERP: 100,000 w
Prog.: Rel, nws, wthr, dr, intvw.

KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

KNBC-FM (Am: KNBC)
National Rep.: NBC Spot Sales
Counties: 9; ERP: 45,000 w
Prog. (Dup.): Nws, st, shw, wthr, intvw

Denver's Most Powerful FM Station

KDEN

99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

1601 West Jewell Avenue
Denver 23, Colorado

or contact

International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

KNOB
National Rep.: Modern Media Fm Sale
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KPOL-FM (Am: KPOL)
National Rep.: Paul H. Raymer
Counties: 3; ERP: 38 kw
Market Pen.: 48.9% (Pulse)
Prog. (Dup.): S-cl, shw, st, nws

KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Representatives
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Con, op, shw, flk, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
National Rep.: Walker-Rawalt
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KDFC
National Rep.: Walker-Rawalt
ERP: 33,000 w

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Representatives
Counties: 10; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Con, op, shw, flk, jz

KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

FM STATION KEY (Continued)

Grand Junction
KREX-FM (Am: KREX)
National Rep.: Heritage Representatives
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Op, con, shw, flk, jz

Manitou Springs
KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield
WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Fairfield
WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford
WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Proq.: Pop, nws
WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden
WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven
WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford
WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington
WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Proq.: Latin American music
WGAY (Am: WQMR)
National Rep.: Spot Time Sales
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws
WJMD
ERP: 20,000 w
Proq.: S-cl, shw, con, nws, wthr
WMAL-FM (Am: WMAL)
National Rep.: Heritage Stations
Counties: 27; ERP: 20,000 w
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables
WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale
WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 18,000 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Fort Pierce
WARN-FM (Am: WARN)
National Rep.: Continental
Counties: 4; ERP: 1,300 w
Prog.: Con, pop, jz, nws
WIRA-FM (Am: WIRA)
National Rep.: United Spot Sales
Counties: 3; ERP: 2.63 kw
Prog. (Dup./Sep.): Cl, con, op, pop, st

Jacksonville
WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville
WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami
WKAT-FM (Am: WKAT)
Counties: 7; ERP: 17,575 w
Prog. (Dup./Sep.): Cl
WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach
WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando
WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep.): Cl, con, s-cl, st, jz, nws, wth.

Pensacola
WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota
WYAK
National Rep.: George Hopewell
Counties: 9; ERP: 2,750 w
Prog.: Pop, st, shw, s-cl, cl

Tampa
WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens
WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta
WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk
WKLS
National Rep.: Walker-Rawalt
Counties: 34; ERP: 6,400 w
prog.: S-cl, st, shw wthr
WPLO-FM (Am: WPLO)
National Rep.: Heritage Representatives
Counties: 82
Proq.: Con, op, shw, flk, jz
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup. & sep.): Pop, st, nws, wthr, intvw

Augusta
WAUG-FM (Am: WAUG)
ERP: 9,000 w
Proq. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
National Rep.: Everett McKinney
Counties: 31; ERP: 19,300 w
Proq. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville
WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange
WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Marietta
WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

FM STATION KEY (Continued)

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa
WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Caldwell
KCID-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr. sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9; ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws. intvw
WJJD-FM (Am: WJJD)
National Rep.: Heritage Representatives
Counties: 141
Prog.: Con, op, shw, flk, jz
WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr. nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Joliet
WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattoon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 12; ERP: 760 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WAIV
ERP: 4.6 kw
Prog.: Jz, cl, flk, cmtry
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, s-cl, cl, jz, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprt

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl

FM STATION KEY (Continued)

WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute
WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
KNDR
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salina
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz
KTCP-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Henderson
WSON-FM (Am: WSON)
Counties: 14; ERP: 22,000 w
Prog. (Dup./Sep.): Sprts, rel, educ, disn

Hopkinsville
WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Lexington
WLVK-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Mayfield
WNGO-FM (Am: WNGO)
Counties: 5; ERP: 600 w
Prog. (Dup.): Pop, st, nws, wthr, sprts

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
WBRL (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport
KBCL-FM (Am: KBCL)
National Rep.: George T. Hopewell
Counties: 9; ERP: 3.6 kw
Prog.: (Sep., nights): Cl, con, s-cl, st
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Augusta
WFAU-FM (Am: WFAU)
National Rep.: Devney/Daren F. McGavren
Counties: 10; ERP: 4,845 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Bangor
WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP; 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou
WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston
WCOU-FM (Am: WCOU)
National Rep.: Devney-O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis
WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore
WAQE-FM (Am: WAQE)
National Rep.: Good Music Broadcasters
Counties: 33; ERP: 20,000 w
Prog. (Sep.): S-cl, shw, st
WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WCAO-FM (Am: WCAO)
National Rep.: Heritage Stations
Counties: 23
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace
WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster
WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

FM
Indianapolis

Mid-America's most powerful FM station

WFBM fm 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"

TIME-LIFE STATION

(FOR ABBREVIATIONS, SEE BOX, P. 11)

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw

WBOS-FM (Am: WBOS)
National Rep.: Weed
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk

WCOP-FM (Am: WCOP)
National Rep.: Heritage Representatives
Counties: 16
Prog.: Con, op, shw, flk, jz
Market Pen.: 50.1% (Pulse, 12/60)

WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw

WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr

WUPY
Counties: 25
Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ

WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shw, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Fitchburg

WFGM-FM (Am: WFGM)
National Rep.: Walker-Rewalt
ERP: 20,000 w
Prog. (Dup./Sep.)

Plymouth

WPLM-FM (Am: WPLM)
National Rep.: Breen-Ward
ERP: 20,000 w
Prog. (Dup.): Con, s-cl, nws, wthr, sprts

Springfield

WHYN-FM (Am: WHYN)
National Rep.: Advertising Time Sales
Counties: 3; ERP: 3.2 kw
Prog. (Dup.): Pop, st, nws, sprts

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cntry, flk, shw

WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st

WLDM
National Rep.: Walker-Rawalt
Counties: 27; ERP 165,000 w
Prog.: St, shw, s-cl, cl, con

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop, st

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Inkster

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, flk

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
National Rep.: Thomas F. Clark Co.
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Representatives
Counties: 49; ERP: 9.7 kw
Prog. (Sep.): Con, op, shw, flk, jz

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 50 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KBEY-FM (Am: KBEY)
National Rep.: Avery-Knodel
ERP: 17 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.): Op, s-cl, pop, st, shw

KCJC
National Rep.: Modern Media
ERP: 63 kw
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KCMO-FM (Am: KCMO)
National Rep.: Katz
Counties: 54; ERP: 65,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw

KPRS (Cp applied for)
National Rep.: John Pearson
ERP: 18 kw

KXTR
National Rep.: Heritage Representatives
Counties: 32; ERP: 58,200 w
Market Pen.: 39.3% (Conlan)
Prog.: Con, op, shw, flk, jz

WDAF-FM (Am: WDAF)
National Rep.: Edward Petry
ERP: 35 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.)

St. Louis

KADI (Am: KADY)
National Rep.: Heritage Representatives
ERP: 24,700 w
Prog. (Sep.): Con, op, shw, flk, jz

FM STATION KEY (Continued)

KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw

KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales
Counties: 4; ERP: 47.3 kw
Prog. (Dup.)

KRFD-FM
Counties: 94; ERP: 97,400 w
Prog.: Jz, st, sprts, nws, intvw

KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting

KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl

WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield

KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney

KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln

KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha

KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr

KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws

KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

Scottsbluff

KNEB-FM (Am: KNEB)
National Rep.: Hal Holman
Counties: 12; ERP: 6,900 w
Prog. (Sep.): Cl, con, s-cl, st, shw

NEVADA

Reno

KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park

WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton

WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 15.2 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, OXR

Dover

WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch

WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson

WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank

WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque

KARA
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos

KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon

WGLI-FM (Am: WGLI)
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton

WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws

WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo

WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)

WBUF
Counties: 15; ERP: 100,000 w
Prog.: Music, rel, educ

WWOL-FM (Am: WWOL)
National Rep.: Heritage Representatives
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Con, op, shw, flk, jz

WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning

WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

Garden City

WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead

WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell

WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Ithaca

WHCU-FM (Am: WHCU)
National Rep.: Jack Masla
ERP: 40,000 w
Prog. (Dup./Sep.): Pop, st, nws, wthr, intvw

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

Jamestown

WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle

WVOX-FM (Am: WVOX)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York

WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk

WHOM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw

WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl

WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls

WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean

WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue

WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill

WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh

WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie

WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester

WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl

WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn

WROC-FM
ERP: 17,600 w

Syracuse

WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ

WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica

WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains

WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington

WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr

WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte

WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts

WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham

WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City

WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop

WBBO-FM (Am: WBBO)
Counties: 16; ERP: 1.5 kw
Prog. (Sep.): St, s-cl, pop, flk, nws

Gastonia

WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro

WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville

WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington

WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell

WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh

WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount

WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury

WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford

WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville

WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem

WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws

WYFS
Counties: 12; ERP: 1,560 w
Market Pen.: 33.26 (Pulse, 4/61)
Prog.: Cl, s-cl, op, shw

OHIO

Akron

WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance

WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 27,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Barberton

WDBN-FM
National Rep.: Good Music Broadcasters
Counties: 35; ERP: 118,000 w
Prog.: S-cl, cl, st, shw, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

FM STATION KEY (Continued)

(FOR ABBREVIATIONS, SEE BOX, P. 11)

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15,500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 53; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 27 kw
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDGO-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 19 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep: John blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
National Rep.: Geo. P. Hollingbery
Counties: 23; ERP: 35,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
Prog.: (Sep.) Sprts, pop, st, nws, wthr

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Piqua

WPTW-FM (Am: WPTW)
Counties: 26; ERP: 35,600 w
Prog. (Sep.): St, shw, spts, wthr, nws

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

WTOL-FM (Am: WTOL)
ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 22; ERP: 50 kw
Prog. (Dup.): Cl, s-cl, spts

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

FM STATION KEY (Continued)

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
National Rep.: Frederick W. Smith
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Frederick W. Smith
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Rattlesnake Mountain*

WGMR
National Rep.: Alleghany
Counties: 31; ERP: 3,300 w
Prog.: Con, s-cl, st, shw
*P.O. address: Tyrone, Pa.

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WICE-FM
National Rep.: Heritage Representatives
Prog.: Op, con, sw, flk, jz

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WPRO-FM (Am: WPRO)
National Rep.: John Blair
Counties: 19; ERP: 15,000 w
Market Pen.: 35.7% (Pulse)
Prog. (Sep.): S-cl, cl, st, shw, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Frederick W. Smith
ERP: 45,000 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Dup.): Nws, wthr. intvw, cmty, rel

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
National Rep.: Heritage Representatives
Counties: 53; ERP: 18,000 w
Prog.: Con, op, shw, flk, jz

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

FM STATION KEY (Continued)

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)
National Rep.: Heritage Representatives
Counties: 15; ERP: 6,600 w
Prog. (Sep.): Op, con, shw, flk, jz

Nashville

WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st

WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
Counties: 72; ERP: 30,000 w
Prog. (Sep.): Con, pop, st, shw, nws

TEXAS

Amarillo

KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin

KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw

KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas

KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw

KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop

KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr

WFAA-FM (Am: WFAA)
National Rep.: Edward Petry & Co.
Counties: 100; ERP: 47 kw
Prog. (Dup.): St, pop, nws, wthr, sprts

WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll

KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso

KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth

KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr

WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

Gainesville

KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen

KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston

KFMK
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr

KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws

KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw

KRBE
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel

KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock

KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl

KRKH
Counties: 15; ERP; 3 kw
Prog. Pop, cl, s-cl, shw, op

Pampa

KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur

KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio

KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl

KISS (Am: KMAC)
National Rep.: Weed
Counties: 24; ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw

KITY (Am: KONO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco

KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel

WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City

KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville

WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr

WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Fredericksburg

WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg

WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Marion

WMEV-FM (Am: WMEV)
ERP: 3,400 w
Prog. (Dup./Sep.): Music, nws, sprts

Martinsville

WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk

WRVC
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws

WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

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SOUTHWEST'S MOST EXCITING FM SUCCESS STORY . . .

CONCERT STUDIOS
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FM STATION KEY (Continued)

Newport News

WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 41; ERP: 100,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond

WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw

WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke

WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk

WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton

WSGM-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester

WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham

KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP; 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)
National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2.600 w
Prog. (Sep.): Cl, con, op, s-cl, st

Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nw

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

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QUALITATIVE AUDIENCE
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AND ALL OF WESTERN WASHINGTON
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SPTEMBER 1961

U.S. RADIO

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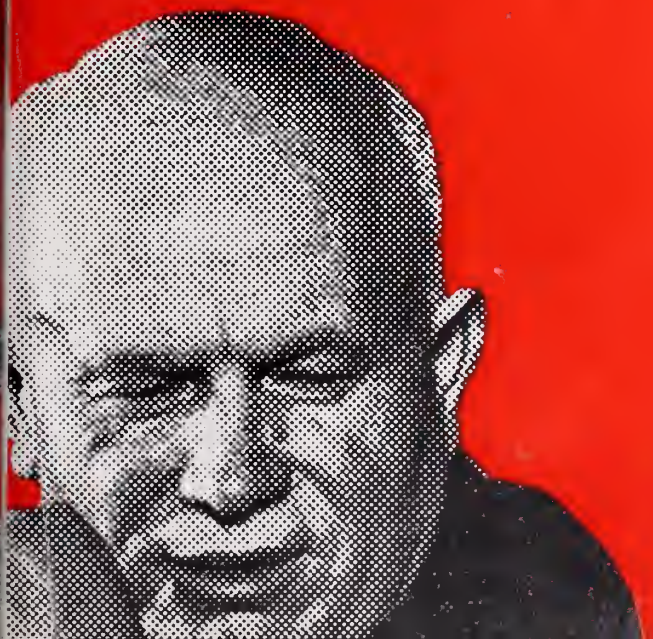
NEWS HUNGER HITS NEW PEAK

A SPECIAL ANNUAL REPORT ON RADIO IN THE PUBLIC INTEREST: 1961



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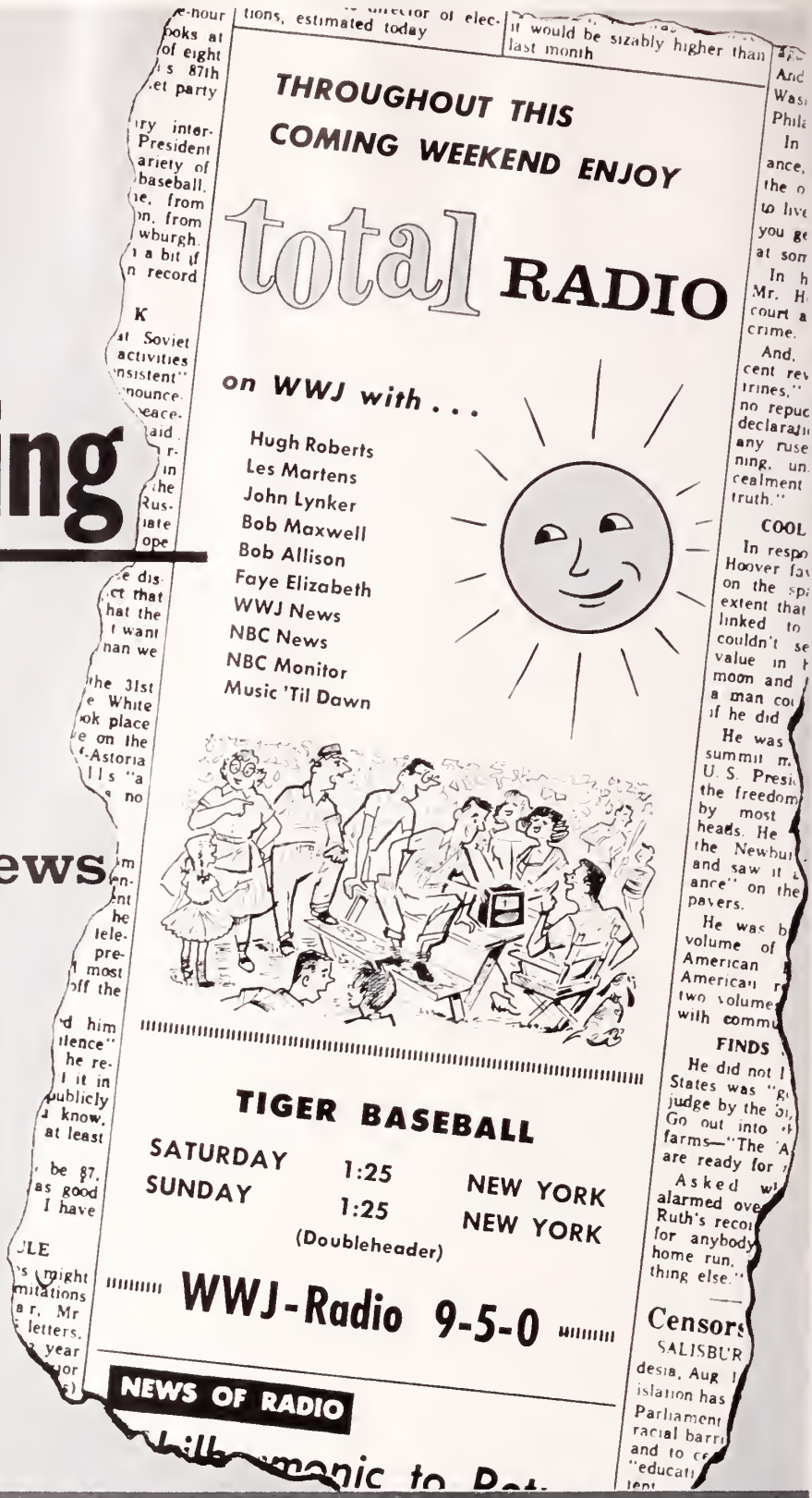

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KMBC-TV Kansas City, Mo.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

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WHK Cleveland, Ohio
WIP Philadelphia, Pa.
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of U. S. RADIO
is representative of
those
to come

If radio
advertising is
important to you
then U. S. RADIO
is, too

U. S. RADIO is dedicated to radio. It probes radio problems, checks radio facts, presents the true importance of radio— constructively, forcefully, impressively. It is your window to better use of radio. Its dedication to radio advertising is total and complete. You need U. S. RADIO.

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U.S. RADIO

SEPTEMBER 1961 / VOL. 5, NO. 8

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BPA MEMBER OF BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS INC.

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they felt the needle in 6

(all 6 ABC owned radio stations started a

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appeals from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh. The

community action polio-vaccination drive)

result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

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KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

SOUNDINGS

news & interpretation

PROFESSIONAL PERFORMANCE is inherent in the airing of programs in the public interest, the subject featured in this issue of U. S. RADIO. NAB President LeRoy Collins' **advice for those seeking professionalism:** "A deserved professional posture," he says "involves three ingredients common to all fields of human endeavor." They are (1) **competence,** which "depends upon research and training;" (2) "maintenance of **high standards** of ethics and quality of product;" (3) "a high sense of **public service responsibility.** It is the attitude of having goals which go beyond those of self-benefit which perhaps more than anything else distinguishes the professional man from the tradesman."

NEW QUALITY AM-FM REP firm was formed in New York earlier this month as James F. Brown, vice president and general manager of Fine Arts Broadcasting Co. (KFML Am and Fm Denver) incorporated **Fine Arts Radio Representatives Ltd.,** of which he is the v.p. New company will have New York headquarters, maintaining branch offices in Chicago, San Francisco, Los Angeles and Detroit. Its objective: **to represent the leading classical music or fine arts radio station** in each of the top 25 to 50 markets, whether the station is am or fm. First station in the new rep's lineup is the am-fm combination operated by Mr. Brown. The move, he explains, is in response to national **advertiser and agency demand** for "fine arts radio stations which are programing classical and symphonic music, opera and fine arts shows in general, with the last encompassing discussions and editorial features on art subjects."

RADIO CONTINUES to have interesting victories over tv, directly or indirectly. WOWO Ft. Wayne, Ind., spent its entire **consumer newspaper ad money** for the year in a one-day splurge (August 16) in the "New York Times," telling admen with a full page of copy and in 10-second spot announcements on three local radio stations (WNEW, WCBS, WMCA) that WOWO **radio out-pulls tv**—and all other media—at far lower costs. One quote: "WOWO outreaches the best Ft. Wayne tv by 170,000 families."

NEW AUDIENCE MEASUREMENT by five stations represented by the Henry I. Christal Co., which pooled money and methods to work with Alfred Politz Media Studies, is a cumulative project aimed at giving "greater substance and definition" than before. Some differences: measurement of **total coverage area,** not merely city or metro area; **individuals** aged 15 and over, reporting for themselves only, rather than households; measurement of **listening where it occurs** (porch, beach, car, etc.); enlarged sample, based for each of the five markets surveyed on 1,000 interviews; **cumulative listening** patterns, with the 24-hour broadcast day divided into nine time periods "for maximum reliability and usefulness;" a **"coupling of techniques"** with the qualitative coming from personal interviews and the quantitative from individual listening diaries. The five stations: WGY Schenectady, WBEN Buffalo, WJR Detroit, WTIC Hartford, WTMJ Milwaukee.

THERE'S NEW EXCITEMENT in the area of **Negro-appeal radio.** Spot news involves the John E. Pearson Co.'s retaining Key Broadcast Management to organize the representative's growing list of Negro stations into a **separate department.** Consultant company is operated by Ralph Weil and Arnold Hartley, long experienced in this specialized area of radio.

NEW NEGRO MARKET INFORMATION comes from the Keystone Broadcasting System, which **claims coverage of 53% of all U. S. Negroes.** As a service to its 360 affiliates carrying Negro-appeal programs, it analyzed 1950 and 1960 population figures and **percentage of gain in Negro residents** for 23 states in which its Negro network stations are located. Figures typify growth and gaining importance of Negroes to national advertisers and agencies. Research Manager George Wharton, detailing growth and movement in Negro population, says country now has 179,323,175 persons of which **18,871,831 are Negro,** an **increase of 25.4%** in the past decade. Many states have shown startling gain: for example, **Nevada, up 213%; North Dakota,** up **202%; Wisconsin,** up **164%.**

PROJECT FOR THE 60'S: "Time" last month quoted U. of Illinois Prof. (sociology) Peter Klassen on **"beatniks" and transistor radios.** The small portable sets "appeal to bodily comfort which is related to the desire to go back to the womb, the mother and the breast. It would be interesting to study the idea that these **transistor-bearers might have been bottle-fed** rather than breast-fed, that the physical link of the earplug might be reminiscent of a maternal form of comfort, a search for another image."

THERE'S GOOD NEWS for national spot radio with addition of five experienced radio sales pros added to the new national sales organization under stewardship of Don Quinn at **RKO General.** Even more specific reason for optimism is seen in U. S. RADIO's detailed report of **accounts moving into spot** this fall (see page 27). **Autos and foods** are among the heavy buyers as this is the start of seasonal campaigns which tie-in with heavier and more diversified menus and new-model times for automotives.

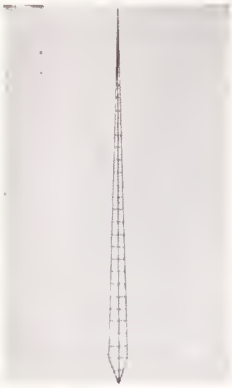
EDITORIALIZING is continuing to gain favor as a practice of many stations, with WINS New York, now the flagship station of Mutual, one of the most recent to make the move. General Manager Ted Steele gives the air editorials himself, has set a policy of **four minimum per day on a seven-day week basis.** Subjects will change "according to dictates of what is pertinent, informative to community."

FARM NEWS of interest to farm area marketers comes from **KMA Shenandoah, Ia.,** which reports it carried **286 hours** of programing specially tailored to this audience in the April through June period. Farm broadcasts with emphasis on service information continue to be a mainstay of programing in all agricultural areas.

AUTOMOTIVE market data showing that **one in every two families never buys a new car** originate with Westinghouse Broadcasting, where Research Director Mel Goldberg surveyed car buying habits. Some of his conclusions: More than half of all new cars purchased cost less than $3,000; **families** with an annual income of **$7,500 or more** account for one-fourth of family units but buy 38% of all new cars and buy about half of all cars costing $3,000 or more.

NEXT MONTH:

Kick-off to the October issue will be a section marking the **fourth anniversary** of U. S. RADIO, with a tracing of the major events of this crucial **era of change** for the older sound medium. Among many other features of this fact-filled issue you'll find a blueprint of **how Purolator successfully uses radio** as its major medium, what one of radio's most **loyal product categories—cigarettes**—is developing in new media and marketing tactics centered in their radio campaigns, what members of the **radio board of the National Assn. of Broadcasters** envision as radio's biggest **problems** and as workable, practical **solutions.**



RADIO'S REACH / SEPTEMBER 1961

AM STATIONS ON AIR*	3,609
FM STATIONS ON AIR*	896
SETS MANUFACTURED**	1,626,263
RADIO SETS IN USE†	156,394,000
CAR RADIOS††	42,600,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air increased by seven during the month of July, according to latest figures from the FCC. Applications pending at the end of July total 526; the number of stations under construction stands at 157.

FM STATIONS ON AIR: There are 896 fm stations broadcasting as of July 31, representing an increase of six over the previous month's total. Applications pending number 80; stations under construction total 201.

SETS MANUFACTURED: Radio set production and sales hit the highest level of the year in June, according to latest EIA figures. Total radio production took its biggest stride forward in six months reaching 1,626,263 sets in June, an increase of 429,314 over May. This includes 518,000 auto radios and 88,808 fm radios, the latter nearly double the previous month. Set sales (excluding auto radios) nearly reach the million mark for the same period. Total sales chalk in at 940,346, up 194,730 over the May total. Total sales for the first six months is 4,390,180 sets, more than a half-million more than in a comparable period last year. However, production total for the first six months this year is 7,537,290, slightly less than a million below the same period last year.

NETWORK SALES The top network advertiser in terms of home broadcasts delivered for four weeks ended July 9 is Liggett & Myers Tobacco, according to figures recently released by A. C. Nielsen Co. L&M has 316 broadcasts for a total of 139,393,000 home broadcasts delivered. Pepsi-Cola Co. is second with 406 broadcasts and 133,469,000 broadcasts delivered. Chevrolet, Standard Brands Inc. and Philip Morris Inc. are third, fourth and fifth. In total commercial minutes, Chevrolet tops the list with 201 minutes aired and 105,149,000 delivered. Second is L&M with 243 minutes aired and 99,686,000 delivered. Standard Brands, Philip Morris and the Mennen Co. are third, fourth and fifth.

SPOT SALES: National spot radio sales for the first six months of 1961 are estimated at $89,644,000 according to Station Representatives Assoc. This is a loss of 4.7% over the same period in 1960. Figures are compiled for SRA by Price Waterhouse & Co. ■

*FCC, July. **EIA for month of June. †RAB estimate, June 1960. ††RAB estimate, July 1961.

TIMEBUYS

BLOCK DRUG CO.

Agency: *Lawrence C. Gumbinner, New York*

Product: REM COUGH SYRUP

Rem has scheduled a 13-week campaign beginning in late October. The flight, which is directed at young mothers during daytime hours, is expected to be renewed after the initial drive. A number of Spanish and Negro stations will be included in the schedules. Frequencies average about 18 commercials per week. **Al Sessions** is the timebuyer.

CONTINENTAL BAKING

Agency: *Ted Bates, New York*

Product: WONDER BREAD

A total of 50 to 60 major markets is currently carrying commercials for Wonder Bread. The drive began on September 3 and will continue to the end of December. The campaign is utilizing chain-breaks, plus six to eight one-minute commercials per week during day and evening hours. Timebuyer is **Terry Seastrom.**

CHRYSLER CORP.

Agency: *N. W. Ayer, Philadelphia*

Product: PLYMOUTH VALIANT CARS

A 200-station campaign, moving into the country's top 50 markets, will open for Plymouth Valiant on September 28. The drive coincides with the unveiling of the company's new line on September 29. The duration of the flight is three weeks for the one-minute commercials. The announcements concentrate on morning and early evening driving hours and on weekends.

E. I. DU PONT DE NEMOURS & CO.

Agency: *BBD&O, New York*

Product: ZEREX AND TELAR ANTI-FREEZE PRODUCTS

Du Pont recently launched its largest radio campaign to date for its two anti-freeze products, Zerex and Telar. The duration of the drive is undetermined, but more than 200 markets are involved. The schedules hit hardest during traffic times. Du Pont's decision to increase its radio buying was made for three basic reasons: (1) radio's ability to pinpoint the car owner; (2) radio's impact—more drivers are exposed to radio than to any other medium immediately before entering a gasoline station; (3) radio's flexibility—the company wants to shift schedules according to the various weather conditions around the country. The bulk of the radio budget is being utilized on behalf of Zerex, the older of the two products. **Bob Syers** is the timebuyer.

B. F. GOODRICH CO.—RAYCO MANUFACTURING CO. DIV.

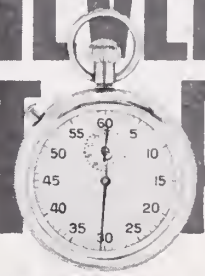
Agency: *Mogul Williams & Saylor, New York*

Product: COMPLETE RAYCO LINE

A heavy campaign, emphasizing the four new Rayco automotive products and services: tires, batteries, brakes and wheel alignments, began after Labor Day in 59 major markets around the country. The duration of the campaign is indefinite and will depend upon consumer response. At present about 73 stations are carrying jingles plugging not only the new line, but also Rayco's ceramic mufflers, auto safety seat

Continued on page 41

MUTUAL RADIO NEWS WATCH NEVER STOPS



TONY MARVIN

News in focus—that's authoritative Tony Marvin's forte on Mutual Radio. Always one of the top news commentators in the business, now he's in the Mutual line-up—bringing his news experience into play—as a regular member of Mutual Radio's news corps.

◆ Remember: Mutual covers 94 of the top 100 markets with local affiliates—more than any other radio network. Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

WFBM's Mid-Indiana leadership is earned!

News sponsored before it happens- on WFBM

Eckrich renews "blank check" news contract for third year!*

Wherever or whenever BIG news breaks in Indiana, WFBM keeps Hoosiers in touch with events *as they happen.* Eckrich likes WFBM's exclusive "news beats" . . . knows WFBM's mobile radio and television units will be in action *at the scene*, whether it's a fire in Elwood or a flood in Terre Haute.

Eckrich trusts our judgment as to whether an event warrants preemption of regular programming (when it does, automatic sponsorship results). Doesn't such performance of our 17-man news operation justify your confidence, too? Next time why not call us *first!*

* Peter Eckrich & Sons, Inc., Meat Specialties

TV NBC 6 INDIANAPOLIS

WFBM

Radio ABC 1260

Represented Nationally by The KATZ Agency

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U.S. RADIO
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LETTERS

BONE CRUSHER

Minow for President?

Most observers wouldn't be too surprised to know that [Newton] Minow must have tingling ambitions above and beyond the call of duty as head of a simple regulatory agency. He accepted a post in the New Frontier that is not commensurate with any part of his background, but a post that is opulent with opportunity for personal exploitation.

There is no doubt as to Minow's probity, but it can only behoove all concerned to calculate that this young man is getting on a band wagon that will lead him to later opportunities. Outside of Kennedy, no one in the current administration has received the publicity inches that Minow has. This doesn't mean that Minow is not taking his job seriously, but it's sure that he does not recognize the news value of general condemnation of an industry that is in competition with a print industry that offers little succor to tv or radio. And so Minow has given them the chance to delve into our intrinsic problems with great glee and the FCC chairman has become famous overnight.

Whether it's intentional or not, it's working, and no one will really be surprised in a few years to hear more about Minow, who could be walking to the White House over broadcasters' bones.

HAL DAVIS
v.p. and general manager
KORL
Honolulu

CORRECTION

Our interest in reading U.S. RADIO's July report on the J. L. Hudson Radio Week promotion was considerably dampened by the fact that although six Detroit radio stations participated, only five had the privilege of having their call letters mentioned. Even this would not have bothered us except for the fact that the omitted call letters were WJR.

REG MERRIDEW
Program Director
WJR
Detroit

THE STEREO LINE

As an independent fm broadcaster, we have seen the greater Kansas City area grow with this medium because of cooperation among not only the stations, but their set dealers, distributors and essential demands by the listening public.

Disregarding the problems of technical quality, distribution and installation, one thought has become apparent in the race for stereophonic service now under way over our nation. It is a thought of promotion. In each market mentioned heretofore in releases concerning developments in stereophonic service, promotion by the independent fm broadcaster has been of utmost concern.

Unless the set manufacturer and their connected or related concerns who will handle the basic products get behind the fm broadcaster with organization and promotion plans in hand, stereophonic sound via fm will not be accepted by the public, broadcaster or dealer.

As a publisher influencing many basic decisions, we strongly urge you to weigh each release you receive

Continued on page 41

WARD L. QUAAL

Executive vice president and general manager, WGN, Inc.
Winner of the September Silver Mike Award

Ward Quaal of WGN, Inc. has enjoyed a distinguished and a distinguishing career in the broadcast field since he was 16 years old—and that was 26 years ago. For most of this time span, during which he has seen radio and tv evolve, change and coalesce into major media, he has been contributing original thinking to the industry itself—thoughts which often transcend his immediate operations but which still have a hard-hitting, day-to-day application.

His current radio philosophy has new insight to theories which he has long held. His summary:

"Radio's potential is limitless. It is the greatest mass communications medium yet devised, has all necessary ingredients to look forward to years of even greater strength. That is WGN's outlook and we see this on the horizon for the entire industry if management everywhere will address itself to implementation to the highest standards of programing, with service to the entire community and with strict adherence to the best operating principles."

This is a year of crisis for broadcasters, but Ward Quaal for many years has acted with a sense of destiny and of community need as a station executive.

Discussing advertising, he says "We must never forget that to compete with other major media radio must always have the support of the national advertiser.

"A widening and strengthening of its rapport with national accounts and their agencies will manifest itself when the entire radio industry pursues the wise course outlined for it at the better (station) operations."

Ward Quaal has matched and exceeded the great strides of the broadcast business since he entered it in 1935 as an announcer-writer at WDMJ Marquette, Mich., and proceeded to WJR Detroit for announcing work during his four years at the University of Michigan, from which he was graduated with a degree in speech and radio. In those long-gone Blue network days, he was caught in the swirl of many a network origination. For the next two years he went to work for his present employer—WGN, Inc.—as an announcer, departing in 1943 for three years of duty as a Navy fleet communications officer.

This combination of actual knowledge along with potential talents led to a post as special assistant to the general manager of WGN when he returned. He developed special programing (among them: a farm show and features developed by the station's first public affairs department). In this special capacity, he worked closely with clear channel broadcast matters and in 1949 he went to Washington as director of the Clear Channel Broadcasting Service.

The management chinks fell completely into place and Ward Quaal went to Crosley Broadcasting Corp. in 1952 as assistant general manager, being named a v.p. the following year handling assignments usually pegged to an executive v.p. function and which cross-cut all the Crosley properties.

In '56, he returned to WGN, the station which had cropped up in his career over the past 20 years, having been named general manager. His responsibilities and positions have grown since, with the title of v.p. and director of the company added in 1957, that of executive v.p. and general manager last May.

Earlier this year he was also named president of KDAL, Inc., in Duluth, a radio and tv company operating as a subsidiary of the Chicago corporation.

The year at WGN has been a profitable one, says Quaal. By the end of the year, he anticipates a 10% sales improvement "over 1960, its previous record-breaking year." Despite unpredictable business conditions, the sales gains have been made because of aggressive and creative selling as well as program improvement, in his opinion.

As for the industry generally, he's "not as optimistic" as about the WGN figures because "the 'image' of radio is being harmed in many areas by the Johnny Come Latelys and Quick Capital Gains Boys." ■

RADIO IN THE PUBLIC INTEREST: 1961

The maturing of radio in the vital areas of public interest and information is marked in this special U. S. RADIO summary of what radio stations and networks are doing to keep pace with public needs. There's also a rundown on the handling of radio news.

WHEN its "family-entertainer image" was rudely shattered by tv, radio stubbornly set out to pick up the pieces. Now, after a decade of picking up and re-fitting them, radio appears to be emerging with a new, more durable "image"—that of "Solid Citizen."

A station survey on broadcasting in the public interest just completed by U. S. RADIO indicates that, in 1961, radio is evidencing a lot more community responsibility in its programing with the result that now it is beginning to enjoy the civic stature once only accorded to the newspaper media. What is more, advertisers are taking notice of it.

Respondents to U. S. RADIO's survey from 37 stations (including top markets in 25 states (from New England to the south, from east coast to west) reveal that public affairs programing and announcements repre-

Major public service effort is that of Westinghouse Broadcasting Company, now planning fifth conference on public service programing for some 300 industry leaders. Last conclave in Pittsburgh featured two "Cs" interlocked to denote change and communications, introduced well-informed panelists.

sent an average of about 20% of total broadcast hours. It would seem to bear out the recent statement of Pennsylvania's Gov. David L. Lawrence that radio "has grown up."

Last month, Part I of this two-part series reported another survey on radio editorializing (See U. S. RADIO, August 1961). The new survey reported here covers not only editorials but the entire public service picture. (For details, see charts on pages 16 and 17). Here are some of the highlights:

- In the opinion of the majority of station executives surveyed, radio's two outstanding public services are its oldest and its youngest—news and editorials.
- About half of the responding stations report an increase this year over 1960 in hours devoted to news programing. One reports a decrease; the rest hold steady.
- About two out of three stations go in for editorializing. Over two-thirds of these have adopted it within the past three years. Local and regional editorial issues have a slight edge over national.

PUBLIC INTEREST PROFILE FROM 37 STATIONS

Stations responding to U. S. RADIO'S *questionaire about broadcasting in the public interest indicate contrasting patterns of hours allocated and content. Blanks indicate station made no response to*

Call letters and city	Number of public service air hours 1960 Av. wk.	1960 Av. mo.	1961 (First 6 mos.) Av. wk.	1961 Av. mo.	% pub. int. hrs. to total air hrs.	% pub. serv. devoted to progs.	ann.	% total public service news	doc.	inter.	com. rel.
KARK Little Rock	32	128	32	128	31.0						
KDKA Pittsburgh	17	74	17	74	10.9	10	90	7.6	2.8		72.9
KEX Portland					14.0	97.5	2.5				
KFJZ Ft. Worth	6	24			3.6		100				
KFMB San Diego		250		250	45.0	90	10	70	7	6	10
KFRO Longview	4	18	4	18	3.0	75	25		25	25	
KMOX St. Louis											
KOY Phoenix					50.0						
KRAK Sacramento	18	78	20	87	17.0	50	50	15	15	20	
KRLD Dallas	36	156	58	251	36.0	89	11				
KRMG Tulsa	21	91	31+	136+	22.9	92	8	64	5	7	5
KSTP St. Paul	46	184	49	196	34.2	99	1				
KVOO Tulsa					25.0	75	25	40	10	15	5
WAME Miami	21	90	21	90	30.0	50	50	30	2	5	10
WAVE Louisville	31	124	32	128	25.0	95	5	65		3	2
WCPO Cincinnati	10	40						50			
WDOK Cleveland	9	34+	11	35+	8.5	89	11	52		22	15
WGAR Cleveland	55	220	55	220	40.0	90	10	45	5	20	10
WGN Chicago	54	155	63	251	32.0	32	31				
WHO Des Moines	15	68	17+	80	8.0	95	5				
WIBG Philadelphia	15	70	15	70	9.0						
WISN Milwaukee	18	77			13.4	92	8				
WJAR Providence	10	44	11	47	28.0	10	90				
WJAS Pittsburgh	20	80	25	115	15.0	80	20				
WJOY Burlington	15	65		65	12.0	50	50	40	5	5	20
WKAP Allentown	4+	18+	5+	22+	3.5+	75	25	10	10	10	6
WKMH Detroit	14	56	34	136	21.0	90	10	68	3		
WKY Oklahoma City	15	71	71	82	11.0	91	9				
WLAC Nashville	11	47+	12+	54	7.8	68	32				
WMCA New York	42	182	42	182	25.0	80	20	+1	9	33	
WNEB Worcester	5	20									
WOWO Ft. Wayne			36	155	28.0	85.7	14.3	42.8	7.0		11.5
WSAV Savannah	22	90		100	20.0	33	67	30	20	10	10
WSJS Winston-Salem	7	30+	7+	33	4.5	60	40			10	10
WTAD Quincy	3+	16	3+	16					25	30	10
WWDC Washington	46	198	46	198	27.0	83	17	43	1	30	2
WWJ Detroit	44	180	45	190	28.0	97	3				

1. Y is yes; N is no; figure denotes number of years station has editorialized
2. N represents a national issue; R, regional; L, local

• At about four out of five stations surveyed, programing of public service features seems preferred to public affairs announcements. A breakdown of total public service broadcasting hours shows programing at 70% vs. announcements at 30%.

• About one-third of the reporting stations claim a step-up in interview and talk programing. Only about 10% report an increase in discussion shows, but one of these was a 350% gain in air time. A few individual cut-backs were noted in the service show, agricultural, and religion categories.

• More public service broadcasting is being sponsored by advertisers.

• About one out of three stations now have public affairs managers, public service directors, or public service co-ordinators on their staffs. At the other outlets, it is usually the program director who is responsible for public service broadcasting.

SHOWS UPBEAT NEWS AND EDITORIAL TRENDS

that question. Responsibility for the accuracy of facts and figures rests with those stations providing the requested information. Trends emerging from these figures are outlined in the adjacent story.

Programing by type			Public service gain or loss, by type									Does sta. air editorials?[1]	Type of edit. issue[2]
panel	ann.	other	news	relig.	int.-talk	serv.	doc. disc.	agri.	misc.	com. rel.	ann.		
			+ 5										
2.4	14.0		+ 2				+ 1.5					Y	L
			+		+			+				Y- 3	RL
						—100						Y- 1	NRL
1	6		+ 5							+3		Y- 2	RL
	25	25										N	
												Y- 3	RL
												Y	RL
	50											Y- 1	NR
			+50									Y- 1	NRL
7	4	8	+10									Y- 1	NL
			+ 2									N	
	15	15	+ 5								—5	Y- 2	NRL
3	50		+10					—100		+15		Y- 1	RL
	4	26			+ 3							N	
30	20		+		—		+					N	
	11											Y- 3	NRL
15	5											Y- 1	L
			+11		+17		+12		+42			N	
												N	
												N	
			+		+							Y- 3	NRL
												Y- 1	L
												N	
10	20		+	—								Y- 1	L
20	4	40	+50		+50	+50						Y- 5	NRL
	10	20										N	
												Y-15	NRL
			+		+								
	17											Y- 7	NRL
												N	
											+	Y	RL
	10	20	+10									Y- 1	RL
10	20	50		+	+							N	
10	25											Y- 3	NRL
2	1	5			+10							N	
			— 6		—20		+350					N	

Some of the most interesting data stemmed from the survey question: "What are the most significant trends you see in public interest broadcasting in the industry at large as well as at your station?"

Charles E. Gates, station manager of WGN Chicago, sees public affairs programs now being considered "commercial" by more and more advertisers, believes stations and networks are giving less attention to ratings on these programs and more attention to "image" and "prestige." "Documentaries," he says, "are being given budgets consistent with the best of commercial entertainment programs."

Increased advertiser interest in public affairs radio is a trend noted also by Robert Hyland, general manager, KMOX St. Louis. Not only are there more sponsored public service programs, according to Hyland, but more emphasis is being placed by advertisers on a station's public service record when buying time. (KMOX broadcasts seven straight hours of public service programing daily.)

Still another broadcaster calling attention to advertiser interest is M. C. Wissman, program development manager at WWJ Detroit. But of special interest was his added comment that today there is a "better definition of 'public service' broadcasting."

In Fort Worth, Ron Thompson, KFJZ program director, also feels radio is becoming more selective about its public affairs material, is shying away from programs "that really have no value" and from overlengthy formats which may tire listeners.

In the same vein, Philip B. Taylor, program director at WJAR Providence, sees "more emphasis on quality and genuineness rather than quantity in public service programing."

Jay Hoffer, station manager, KRAK in Sacramento, Calif., sees a trend toward more original public service projects plus a better integration of such programs into the station format.

The only mention of a trend to more and better promotion by stations of their public interest programing came from James T. Butler, v.p. and general manager of WISN Milwaukee.

Top 10 trends in radio public service

1. Better time slots for public service shows.
2. Bigger budgets allocated.
3. More advertiser interest.
4. Tougher stands on controversies.
5. Clearer definition of "public interest."
6. More air time allotted.
7. Greater audience reaction.
8. More personal involvement in local affairs.
9. Wider acceptance of broadcaster by community.
10. Return of "debate format."

Most frequently mentioned trend was expanded news service (noted by more than 50% of the respondents). "More hours of straight, hard news," replied Jack Keiner, KFMB San Diego, "more news-in-depth programing." "More first person news reports," is the view of Jo Arnzen, continuity director at WCPO Cincinnati. "More on-the-spot coverage," says Alan Raber, program director, WKAP Allentown, Pa.; Harris Owen, program director, KARK Little Rock, says. "More news as it happens." Dean Slack, program director for WJOY Burlington, Vt., believes radio is devoting more effort to research in its news analysis programing.

Runner-up to the news trend was editorializing, or as Murry Woroner, station manager at WAME Miami, puts it, "Taking a stand on controversial issues." "Radio editorials," replied Wayne Cribb, assistant manager, WTAD Quincy, Ill., "are putting over more projects."

Quite a few respondents noted an increase in discussion and documentary programs. Norman Reed, v.p., WWDC Washington, sees stations generally allotting more time to such service features. Michael Lawrence, WMCA New York, believes documentaries are taking up the void left when radio moved out of dramatic entertainment.

In the discussion and panel categories, Robert K. Smiley, program director, WGAR Cleveland, says there is more audience participation either in-studio or by phone. Jean D. Isenhower, public service coordinator for WSJS Winston-Salem, remarking on the same trend, replied, "Radio is taking more notice of the views and opinions of the 'average citizen.'"

Ted Panino, program director, KRLD Dallas, is one of several who see a trend toward the "debate format." James M. Caldwell, WAVE Louisville, Ky., also spotting it, calls it a "return as a result of last fall's 'Great Debates.'"

Several trends came in for infrequent mention but are worth noting just the same: Johnny Ryan, program director, KVOO Tulsa, notes a trend toward "better prepared Armed Services programing." F. C. Sowell, v.p. and general manager, WLAC Nashville, sees more air time devoted to traffic safety. Keith Bretz, program director, KRMG Tulsa, reports an increase in specialized programs for minority groups, and James R. Curtis, KFRO Longview, Tex., sees more programing directed toward PTAs and education.

Some of the reported trends had less to do with program types than with the attitudes of listeners and station management. "There is a greater awareness industry-wide of broadcasting's responsibility to the people in all areas of public interest," replied Merilyn Shaw, public service director, WKY Oklahoma City.

"Increasingly, in these troubled times, broadcasting in the public interest carries with it the obligation to focus attention on American ideals; many local stations are initiating special projects with the goal of strengthening our American way of life," she says.

Roy Schwartz, operations manager, WIBG Philadelphia, sums up this same trend with a single word: "Responsibility."

Result of this shouldering of responsibility by radio stations: "A wider acceptance of the broadcaster in the community," according to Burl Womack, WSAV Savannah. About 30% of the respondents to the survey also noted this trend.

Community acceptance of the broadcaster represents a tremendous step in radio's growth as well as a new departure in the public's atti-

tude. Tradition has always accorded the "cat-bird seat" to newspapers when it came to local prestige. But now, through radio's involvement with public affairs, that seat is being seriously challenged.

In the straight news reporting area, radio has long had the edge. For quick, dramatic coverage of news while it's still happening, radio tops all other communications media (Most newspapers haven't bothered getting out "Extra" editions for years.). Nevertheless, newspapers have clung to their "image" of champion of causes, protector of the public weal, disseminator of political and cultural information molder of opinion. Advertisers generally went along with this thinking; it was, for example, often reflected in national clients' dealer-co-operative advertising plans.

But now a lot of broadcasters are jumping into controversial issues with greater speed and often more toughness than newspaper editors. As for information, radio is dispensing everything from opera appreciation courses to political debates, from traffic snarl warnings to college entrance requirements. If a municipal improvement drive needs support or a charitable organization needs funds, radio can be counted on to help. It is not surprising that many of the people who used to write letters to the editor are now phoning their radio stations.

As mentioned earlier, public service programing averaged about 20% of total air time at the responding stations (highest reported was 50% by KOY Phoenix). What forms does such service take and what do they mean to the community? Here are some examples:

Candlelight Concert at WDOK Cleveland is a regular musical educational-appreciation series; the outlet also offers foreign language programs.

WNEB Worcester, Mass., brings its listeners all regular meetings (plus many special sessions) of City Council and school committees.

The Salvation Army in Des Moines benefits each Christmas from the *Tree of Lights* program on local station WHO. A regular series on the same outlet is *Iowa Roundtable,* a panel discussion show produced by the Bar Association.

Profile Pittsburgh, a half-hour format of interviews and commentary on local affairs every week night at six is part of the public service program at WJAS-AM-FM Pittsburgh.

Beginning September 4, six CBS o&o stations (WCBS New York; KCBS San Francisco; KNX Los Angeles; KMOX St. Louis; WEEI Boston; WBBM Chicago are the producing stations) offered a new series of seven 50-minute documentaries under the blanket title, *How Serious The Challenge?* They all deal with credit buying, employment, old age, urban development, national defense and wages and prices.

Traffic safety and anti-litter drives have been undertaken by ABC o&o's —WABC New York; KQV Pittsburgh; WXYZ Detroit; WLS Chicago; KABC Los Angeles, and KGO San Francisco. (For an account of what the radio networks themselves are doing in public interest programing, see Page 22).

At WWDC Washington, an outstanding public service feature is its news-in-depth documentary series, *Sounds of Democracy 1961.* KRAK Sacramento donates 20 newscasts weekly to the Sacramento Chamber of Commerce. At WIBG Philadelphia, a regular "capsule" public service feature is *Business Rackets,* produced in cooperation with the Better Business Bureau. Twice daily reporting of job availabilities in association with the Oklahoma Employment Service is a KVOO Tulsa feature.

Even the newspaper classifieds are challenged by WSAV Savannah, through its *Market Calls,* a free service to listeners with articles to sell. News, weather, editorials, sportcasts, women's service features, tide tables, cultural events, education, boating and fishing information, market reports, health and welfare features, traffic data, and—so we've heard—even obituaries on the air are proof that radio has invaded every newspaper province but comics and crossword puzzles.

During the past five years, it is estimated that WQAM Miami has given well over $3 million in free public service air time. This station has been instrumental in bringing about needed changes in the Miami Symphony Orchestra, a $46 million bond issue for expressways, and the quick re-instatement of a fired city manager.

In Pittsburgh, KQV, broadcasting 24 hours a day from showcase studios at a busy intersection, refers to modern, public service radio as "People talking to people." Each year, about 125 different local public agencies and organizations benefit to the extent of more than 13,000 KQV announcements. In June, for example, 37 organizations received a total of $15,498.00 air time in announcements aired by the station.

Such community responsibility is becoming a nation-wide affair. From

How stations rate their services

A U.S. RADIO station mail survey asked broadcasters what, in their opinion, were the most outstanding contributions they make to public interest broadcasting. The table below was constructed from their replies and shows how they voted percentage-wise on the relative importance of various service types.

*Contribution type**	*Percentage of total stations mentioning*
News (all types)	50%
Editorials	35%
Traffic safety	15%
Opera and symphony	12%
Interviews	25%
Community fund-raising	15%
Health and welfare	12%
Local sports	10%
Weather	12%
Education and youth affairs	12%
Religious	12%
Panel discussions and debates	30%
Documentaries and news-in-depth	17%
Opinion polls and phone forums	15%
Coverage of government and civic meetings	10%
Community improvement campaigns	15%
Publicizing of civic events	25%
Active participation in local affairs	15%

*Note: Mentioned by under 5%: foreign language, farm and garden employment, items for sale service.

Frank E. Koehler, WDBJ Roanoke, came a report from the Virginia Association of Broadcasters showing that the state broadcasters (radio and tv) donate more than $3.3 million annually in air time for public service announcements.

In Charlotte, N. C., WBT (Jefferson Standard station) has become a powerhouse in local affairs, not only through its public service programing (award-winning *Radio Moscow* and others) but in its actual participation in community life. A striking example of this are the Jefferson Standard Foundation scholarships for deserving students in the area. As a station motto, this public spirited outlet has chosen a quote by Thomas Jefferson which pretty much sums up radio's acceptance of responsibility everywhere in the country: "When a man assumes a public trust he should consider himself public property."

Just about every staff member at WAVE in Louisville, Ky., is personally involved in civic organizations from Community Chest to Little League sports, from Red Cross to the Derby Festival committee.

During the past summer, WFBM Indianapolis, held 11 all-day conferences between station personnel and representatives from the local civic organizations. Purpose: to discuss the problems of these groups and come up with ways in which WFBM could best serve them on the air in the months ahead. Groups of 35 to 60 representatives took part in the seminars, and the station feels it

PUBLIC INTEREST AIR EFFORTS ARE FUN, LIVELY, FACT-FILLED

TRAFFIC *matters are of constant concern and interest to the listening public. CBS' Arthur Godfrey flies KFMB San Diego's plane for road bulletins.*

RELIGION *continues to be a mainstay of public interest programing, as at WSJS Winston Salem where Pastor's Study is aired twice weekly and invites listener calls. L. to r, Dr. Julian Lake, Dr. Ray R. Fisher, the Rev. W. R. Crawford, local church leaders, and Hank Pointel, WSJS prog. mgr.*

FUN AND FROLIC *has a big part in public affairs, as with this annual picnic of WPOP Hartford which attracted more than 27,000 listeners this summer.*

SAFETY *and its many variations are themes popular throughout the year. Swim safety is plugged by WRVA Richmond's Alden Aaroe, who sets up rescue station.*

has a "wealth of material for broadcast research."

WHK Cleveland, d. j.'s took personal roles in the city's Sandlot Baseball benefit day which featured an exhibition game between the Indians and the pennant-pushing Cincinnati Reds. WAOK Atlanta sponsored a political rally in Municipal Auditorium, invited all qualified candidates for city offices to speak. KSET El Paso, threw a hot dog party for kid baseball teams and their families, expected 850, wound up entertaining more than 2,000 persons.

WNEW New York keeps high school graduates posted on college requirements through its *Educational Bulletin Board,* supplies them with printed information regarding tuition, etc. WFYI Garden City, N. Y., in a U. S. Marine Corps service program, recently gave parents a chance to fire questions at drill sergeants.

To cooperate with Civil Defense, four volunteer youths and Ed Fouhy, news director for WBZ Boston, will live for 10 days in a fallout shelter in a station-conceived test called "Operation Survival." Voice students have been benefiting for the past four years through the combined efforts of WGN Chicago and the Illinois Opera Guild in "Opera Guild Auditions of the Air" programing. WRVR (FM) New York is presenting a *Live Music Project* series, each of which is eight hours long, featuring musicians from the area.

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BUSINESS *matters are featured in a five-minute news capsule aired frequently at WIBG Philadelphia. Station's Fred DeSloovere, r, talks of BBB.*

FARM *programs and events key efforts of many stations. At WLW Cincinnati's Everybody's Farm, young people from world over were guests at annual fete.*

LEGISLATION *and politics are issues presented by many stations. Here, WXYZ Detroit listeners visit state capital to urge local state legislation.*

WOMEN'S *shows have steady listenership, offer continuing service. WAVE Louisville's Louis Weiller distributes Christmas gifts in civic work at Veterans Adm. Hospital.*

SERVICE *programing runs throughout the radio spectrum, as at KOY Phoenix, where John O'Dell, l, county agent, Announcer Ed Janney check vegetable garden.*

Networks see a rising tide of public affairs programing

All four networks report expansion in public affairs areas of news, documentaries, discussions and analysis as station affiliates and the public seek information

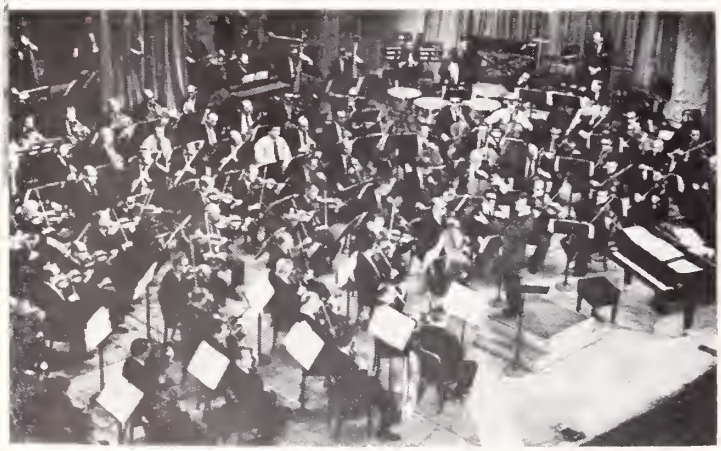
Networks, because of their size and service function to affiliated broadcasters, set the public interest program pace.

Individual radio stations (see lead story page 15) and station groups (such as Westinghouse, Corinthian, Storer) all pattern the mosaics of their public service schedules from combining their own ideas and efforts with those from the networks or other program suppliers.

Networks have set a remarkable pace throughout the past year.

Executives of ABC, CBS, MBS and NBC, reporting to U. S. RADIO on their activities for the past 12 months, show a pattern of improved public service programing in quality of concept and execution as well as

EXCITEMENT *and immediacy which characterize public interest programs is typified by these shots: above, NBC's famed Huntley-Brinkley news team; below, CBS's New York Philharmonic, starting its 32nd season next month; right, ABC's interview with Astronaut Alan Shepard.*



in quantity of dissemination to the listening public.

In the past year alone, the number of hours of public service time provided by the networks to the affiliates has increased an average of 40% (see chart, this page).

Last year's figures for the four networks, alone, shows an impressive total of 4,769 public service hours—and this is the figure which is 40% lower than network spokesmen anticipate for 1961.

Reasons for this increase—and what's expected to be a continuing movement upward—in public service programing are many. Key among them, of course, is the active awareness and encouragement of this type of programing by the listening audience. As the world becomes smaller, the curiosity and exposure of the public becomes greater.

Networks, too, are responding not only to this demanding need of the listening public. Public affairs program specialists and network executives hearken also to the calls of affiliates and government for an intensified public service schedule.

However, as the spokesmen of the four networks point out in the following views, the former stereotype of public service programing as dull, unchallenging and a compilation of intellectual do-good efforts is passing. In most instances, this impression has long since gone.

Today's public service programing carries an image of excitement, enthusiasm, information, immediacy. These words describe such a range of effort as religious broadcasts, farm information, women's service shows, purely cultural events such as symphonic broadcasts or discussions on modern art, on-the-spot news coverage or in-depth feature analysis of the news of the world, household hints on food shopping or gardening tips on what to do to ban aphids from roses.

Some of the dimension of this gamut of program offerings is suggested by the four network spokesmen, whose views appear below: Bill Rafael, national program director of ABC; Arthur Hull Hayes, president of CBS; Robert Hurleigh, president of Mutual, and William K. McDaniel, executive vice president of NBC.

4 IN 10 NETWORK HOURS GO TO PUBLIC INTEREST SHOWS

The four radio networks, in reporting their broadcast activity in the public interest to U. S. RADIO, contrasted their 1960 rundowns by hours with the averages for the first six months of 1961. Figures indicate that 40% of all network programing fed to affiliated stations is devoted to programs in the public interest.

	1960			First half, 1961		
	Hours of public interest	Total network hours	% pub. interest to total	Hours of public interest	Total network hours	% pub. interest to total
ABC	1,655	2,270	72%	795	1574	51%
CBS	1,305	2,815	46	*		
MBS	848	6,552	13	**		
NBC	961	3,500	28	428	1500	30

* First half running about the same as last year.
** Amount of public service programing is about 10% ahead of 1960.

THE VIEWS OF:
Bill Rafael
National Program Director,
ABC Radio Network

Formerly, planned public affairs series were most popular. But today this is diminishing. People are interested in what is happening right now—immediacy is most important. Today our public affairs programs are based on the principle of one-shots with coverage in depth (i.e.—the Eichmann trial, space shot, summit meetings).

We have doubled our news staffs in many locations, sending out special teams to cover events in tremendous detail. In the same vein, religious public service programs are becoming more and more discussion programs rather than planned dramatizations. The emphasis today is on the exchange and interplay of ideas.

Emphasis on this kind of programing has gained because of the public's awareness to danger.

With the world situation so muddled, the people want to be constantly alerted as to what is going on. For this reason, discussion programs now have a broad base of appeal when in the old days only specialized groups used to be interested. People today are more demanding about their media information. They will no longer tolerate a newscast by a man in New York talking about an uprising in Tanganyika.

They demand authoritative, on-the-spot newscasts. This has resulted in the growth of actualities (on-the-spot coverage). An example of this influence on the ABC Radio network is that last year we averaged 40 actualitites a week; this year ABC carries an average of 250 on-the-spot news actualities per week.

There are many things our news and public service departments have accomplished of which we can be justly proud—not the least of which are the space flight coverage and ABC's exclusive weekly coverage of the Eichmann trial in Israel.

But one example stands out in my mind because it demonstrates the public's interest in this type of programing. About six months ago we put on a program called *Is There Life on Other Planets?* It was an intelligent discussion by prominent physicists, scientists and astronomers. Formerly this would have reached only a very limited audience. Within two days, however, we began receiving demands from many of our 380 affiliated stations to repeat the broadcast because public interest in their various areas had been so great.

Quite obviously, and for the very reasons that I have spoken of—the public's awareness to danger, its

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NEWS: STILL NO. 1 IN PUBLIC SERVICE

Major effort in the area of public service broadcasting continues to be news— in all its various forms—

Author of this commentary on news in the public interest is Bill Small, standing, news director for WHAS radio and tv, Louisville. With him, l and r, News Editors Hugh Smith and Richard Thomson at air time

WILLIAM SMALL
News Director, WHAS Louisville
Director of the Board
Radio-Tv News Directors Assn.

RADIO news is bigger than ever. It could be better than ever. It is in some places; it isn't in most.

That sums up radio news today.

It's bigger in part because there is more of it. The networks have joined the trend to hourly and even half-hourly news and news-related capsules. The vast multitude of independent stations are doing the same. Other stations of different philosophical bent are programing more quarter-hour newscasts and some are experimenting with half-hour programs.

Radio news *could* be better than ever because techniques have been sophisticated and technical tools have been added or improved. More important than tools or techniques, radio still presents an opportunity to cover news in a manner unique, one which no other of the mass media can match. Immediacy of reporting and the impact of voice reports are still radio's key contributions.

Radio news *is* better in places but not at most stations because it is still the minority of stations willing to invest in money, manpower and courage—the three ingredients behind aggressive news coverage.

Some stations lack the willingness to invest the money though most decent news operations are self-

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NEWS shows, as public interest programing, are old hat to radio. Today both the hat and the wearer are changing; the news pitch is more intense; news, itself, is dramatic and compelling, and stations and networks are broadcasting it with flair, drama and excitement. Despite inroads which the industry has made toward improved news service in the public interest, many radio pros voice a continuing demand for higher quality of content in performers, in balance of emphasis, in selection of material.

Two of the most vocal forces which have analyzed news and trends are the National Assn. of Broadcasters and the Radio Tv News Directors Assn. (Its former president and a current director, Bill Small, news editor of WHAS Louisville, outlines some of the strains and stresses in the nation's radio newsrooms on the adjacent page.)

The NAB, recognizing the vitality of this broadcast function, last year surveyed membership in a comprehensive news questionnaire which analyzes the function and hopes of station news units down to such specifics as the technical facilities available to writers and reporters.

Some of these results are shown in charts on this page and on page 26.

The NAB survey, Small's comments and analyses of radio station management reporting to U. S. RADIO all point to these as the major current trends in radio news:

- There is, of course, far greater emphasis on international and national news than ever before.
- Stations, wire services, networks all are requiring unusual competence in greater quantity among their staffers than in the past. The public wants more detail, penetrating interpretation, analysis rather than top-of-the-mind reportage.
- This costs money—a lot of it. Even though most news shows—whether bulletins, short segments or full-blown programs—capture advertiser money, a radio news operation continues to be high cost item on the schedule. Stations and networks have installed expensive, fast equipment; spend fortunes in telephone teletypes and cable lines.
- Some stations, responding to a widespread listener search for news on the dial, have attempted to program news throughout the entire day, with varying degrees of success. This type of scheduling tends to attract large cumulative audiences but a tune-in pretty much limited to the time span of each individual news segment. For example, one station aired an hour of news and repeated it every hour through the day. The tuner tends to stay with the station as long as the news he hears is "new", then shifts attention elsewhere.
- In the past couple of years, the five- or 10-minute news show has gained in frequency of broadcast, but at the same time longer interpretive programs verging often on the documentary have increased in number and in quality.
- On-the-spot news gains momentum, at local, national and international levels. There's more live news with newsmen actually on the scene giving immediacy and authority to what they're describing. Listeners want to hear about Ghana from a man who is there, not from someone who talked to someone who was there. ■

HOW MUCH NEWS IS BROADCAST BY STATIONS?

	Small stations*		Medium stations*		Large stations*	
Total on-the-air hours (weekly)	1953 120	1960 119	1953 112	1960 114	1953 139	1960 142
Local programing (hours per week)	74	100	74	96.5	78.5	121
Local programing (% of total)	62%	84%	66%	85%	57%	85%
Total news programs (% of total)	17.5	20	18	18	21	23
Network news programs (% of network programing)	15%	17%	16%	16%	15%	71%
Local programing devoted to news (hours weekly)	14% 11.5	32% 14	16% 12	29% 13	15% 12	37% 15
(% of local programing) (% of all news programs)	15% 65%	14% 70%	16% 67%	14% 73%	16% 58%	13% 66%
Local news program hours (local area news only)	4.8	6.2	4.8	7	4.7	11.1
Local area news programs (% of station-originated news)	42%	44%	40%	54%	38%	73%

*Small Station: through 250 watts; medium, 500 through 5,000 watts; large, 10,000 through 50,000 watts: NAB

HOW MANY NEWS SHOWS ARE SPONSORED?*

Average number of sponsored news programs per week in three classifications

	5 minutes		10 minutes		15 minutes	
	1953	1960	1953	1960	1953	1960
NETWORK						
Small stations	22	59	7	19	16	7
Medium stations	19	62	7	5	15	9
Large stations	11	58	6	6	12	7
LOCAL (station-originated)						
Small stations	26	32	8	11	16	11
Medium stations	25	36	9	11	16	13
Large stations	27	53	10	13	24	16
NATIONAL AND REGIONAL SPOT						
Small stations	20	29	11	7	10	13
Medium stations	23	28	9	14	11	10
Large stations	42	15	10	7	13	17

*NAB

supporting because the rate of profit is lower than disc-jockery. Some lack the willingness to get decent manpower and prefer trickery to talent in news coverage. And many lack the courage that journalism needs to be alive.

Two distinct patterns are emerging today. One is a continuation of "formula" news, the so-called "modern radio" pattern of sensationalism. It is akin to the yellow journalism of the turn-of-the-century that hangs on in certain metropolitan tabloids and now flourishes in many rock-n'-roll radio stations. This pattern, with its fetish for rape and robbery, sin and scandal, auto accidents and ambulance chasing, seems to continue unabated though the shock value is gone in most radio markets.

At the same time there is a pattern of serious news coverage growth at other stations where management has sought out competant news people and has given the staff the tools to work with. These news operations are providing many American communities with their only serious daily news coverage and many other cities with the only competition to that disappearing phenomenon, the daily newspaper. There is great potential for radio news to provide

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POLIO NEVER STOPPED MARC HANAN

TWO months ago, the FCC approved an application submitted by Marc Hanan to purchase station KXO in El Centro, Calif. This, in itself, is not an unusual bit of information, except when viewed in the context that Hanan covers the two blocks to his office every morning strapped to a wheelchair.

Six years ago, Hanan lost the use of his legs when he was tripped up by a severe attack of bulbar polio. The FCC approval was the second time the Commission had granted Hanan permission to buy the station. Two weeks prior to the attack in 1955 Hanan and his partner, Riley Gibson, had taken over control of KXO.

After working his way up from staff announcer at KXO to sales manager during the short span of four years, Hanan—at the age of 26—was on the threshold of a promising career in broadcasting.

The attack of polio knocked him down—but only temporarily. Hanan recalled the first difficult days after the disease struck. "My body was completely paralyzed, my breathing was gone and after a two-month period of touch and go, during which my family was informed there was no hope for me to survive, I was transferred in my iron lung to the respiratory center in Los Angeles. I was given extensive therapy, both physical and psycho, and after about a year had managed to regain the use of my two hands, and about one-fourth of my breathing capacity."

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New cars, gasolines, auto accessories will make the biggest splurge in fall radio with millions of spot dollars.

AUTOS, FOODS LEAD FALL RADIO BOOM

Traditional fall re-entry by heavy spot advertisers—underscored by economic boom—means big radio season

SPOT radio business for fall, which already looks well ahead of billings for the same season last year, could easily mushroom into radio's most significant season in years by the end of 1961.

This prediction, shared by radio leaders across the country, is based not only on the forecast that the U.S. economy is at the threshold of a great boom. The optimism stems also from recent developments from within the industry which will provide new dollars for radio at a growing rate in the current season and in seasons to come.

Here are some of the advertisers (for details see page 28) who are putting a large stake in radio now, plan to do so even more in 1962:

Automotives: Chevrolet, Dodge Plymouth, Ford are among other car producers who will be in on fall and future campaigns. Others are Rambler, Buick, Cadillac, Pontiac, Studebaker, Mercury, Chrysler, Oldsmobile. Implicit in these campaigns will be increased emphasis on the compacts—old, new, small and medium—all competing as much with parent brands as with each other.

Important, too, among automotives are the related fields like **gasolines:** Shell (now buying radio for the first time in about a year in a number of southern and other markets); American (pushing its new national "one-brand-name" corporate concept; Sinclair; Humble Refining Co. (which, excluding the ESSO brand name, will soon launch an all-media national campaign to bring its gasoline under one trade name); Wilshire Oil Co., Calif.; and Texaco, whose recent move to J. Walter Thompson Co. will have interest for sellers of spot radio advertising.

Foods: advertisers are becoming more aware of radio's importance, going in now with heavy regulars but testing too with a great variety of new products. Among the entries: Campbell's Soups new dry soups; Beech-Nut Baby Foods; the macaroni products including La Rosa, Buitoni and Mueller's; cereals such as Cream of Wheat, Wheatena and Cream of Rice.

Drugs: 666 Cold Tablets, Rem Cough Syrup; related cosmetics such as Noxzema's new make-up for teenagers.

Most important at the moment, of course, is the optimism from leaders in the auto industry. They predict that the climate is right for an auto boom that may even surpass the record set in 1955. If the climate remains undisturbed, U.S. business in

AUTOS, FOODS SPARK FALL PICK-UP

Autos

Oldsmobile: 10-12 spots per week; 150-200 stations; 50 markets (including 28 zone office cities); three weeks beginning September 18; modest schedules in smaller markets. *Agency: D. P. Brother, Detroit.*
Chevrolet: Three-phase campaign: 1) announcement, 400 markets, 10 spots per week for three weeks, 6 per day for one wek; 2) 23-week campaign begins October 2 in 23 specialized markets; 3) 44-week campaign October 2 in key markets. *Agency: Campbell-Ewald, Detroit.*
Dodge: Campaign begins September 14. *Agency: BBDO, Detroit.*
Ford: Minute announcements debut in October; number of markets equal last year. *Agency: J. Walter Thompson, New York.*
Studebaker: Campaign will utilize network radio; October kickoff in approximately 165 network markets; spot radio may supplement network in selected market areas. *Agency: D'Arcy, New York.*
Plymouth: Weekend radio plus weekday a.m. and p.m. drive times; campaign starts September 28; 200 stations; 50 markets; minute spots; three-week campaign. *Agency: N. W. Ayer & Son, Philadelphia.*

Auto Accessories

AC Spark Plug: "Blitzes" planned for 1962 to concentrate on problem areas, build extra sales in others. *Agency: D. P. Brother, Detroit.*
Guardian Maintenance: Spots for 1962 will be purchased in 75 top radio markets; 10-12 spots per station; two to three stations per market; campaign will run 30 weeks total. *Agency: D. P. Brother, Detroit.*
Harrison Radiator: Plans for 1962 call for schedules 9 to 12 weeks; 98 important air conditioning markets; two to four stations per market; afternoon traffic times. *Agency: D. P. Brother, Detroit.*
Wilshire Oil Co.: Last year's outdoor budget, $270,000, entirely switched to radio this year; summer campaign expected to be renewed through the end of the year; sports and news programs; California distribution. *Agency: Doyle-Dane-Bernbach, Los Angeles.*
Pure Oil: Traffic minutes and 30s; fall campaign will run 7 to 9 weeks; budget, markets equal last year. *Agency: Leo Burnett, Chicago.*

Foods

Beech-Nut Baby Foods: Spot radio being tried this year in a number of markets; frequencies sporadic. *Agency: Young & Rubicam, N.Y.*
Kraft Foods: Three-week campaign for Cracker Barrel brand cheese; September 15 start; 60s and 30s in top 20 markets. A 16-week drive for Kraft mayonnaise ends October 31. *Agency: J. W. Thompson, Chicago.*
Swift margarine: Four 13-week flights start this fall; day and afternoon minutes; budget equal to 1960. *Agency: Leo Burnett, Chicago.*
Great Western Foods (Ranch Style beans): September 26 start in 35 markets; campaigns will run 39 weeks using former print money; housewife and drive-time minutes. *Agency: Jack T. Holmes, Dallas.*
Hormel: Biggest expenditures in expanded budget reported going to radio for fall; September start will run for 26 weeks; morning and late afternoon minutes for meats, canned goods. *Agency: BBDO, Minn.*

Others

Norelco: Heavy spot radio saturation planned for pre-Christmas drive for electric shavers; total number of markets rumored above 100; dealer tie-ins; four weeks. *Agency: C. J. LaRoche, New York.*
Dulany frozen foods: Heavy southern campaign kicks off in October; 15 markets; agency sent three buyers to south for three weeks to visit every station on the schedule. *Agency: Smith/Greenland, New York.*

For other spot buys, see *Timebuys*, p. 14

general, and spot radio in particular, will be lifted into solid prosperity.

Two important trends in radio buying emerge directly from the economic upswing.

First, if auto sales jump significantly after new models come out this month, radio schedules will be hypoed and probably continue beyond announcement time. Auto makers are anxious to put the 1962 model year down as the biggest in automotive history.

Second, the easing of economic pressures in other industries has already created new budgets for radio campaigns both national and regional. Most of these new monies have come from advertisers who have not used radio before. In some cases the money for radio was lifted from other media. But even more significant is the tendency by most to increase advertising budgets to buy radio. This reflects a general optimism on the part of advertisers who show by such action that they are not buying radio as a temporary "economical" substitute for more expensive media. Radio will continue as an integral force in advertising campaigns.

Two important developments within the radio business itself have sparked major interest in the medium by advertisers. The results will mutually benefit both advertisers and broadcasters for years to come.

The most recent of these developments is a breakthrough in radio audience measurement that provides a sharp profile of great numbers of listeners. It arises from a series of surveys taken by Alfred Politz Media Studies for five stations represented by the Henry I. Christal Co. The studies differ from the more conventional practice of tabulating audience size for program ratings in two ways. First, they document the dimensions of the radio audience generally, and by coverage rather than metro area. Second, they provide a qualitative as well as quantitative interpretation to audiences because they are concerned with individuals rather than households. Agencies have sought audience research of this nature for years.

Another recent development that

is certain to heighten national spot billings is the arrival of several plans to centralize national spot ordering and billing under one roof. (See *So you want to survive the spot paper jungle?,* page 32.) Broadcast Clearing House Inc., San Francisco and New York, announced plans for such a service this summer and hopes to be operating by the first of the year. A second firm, Broadcast Billing Co. (a New York-based subsidiary of Standard Rate and Data Services Inc.), has revealed its intentions of doing central billing for spot television. Two other firms rumored to be laying the groundwork for similar services are expected to announce plans before the year's end.

When these new companies—the first to organize for central billing in broadcasting history—begin operation, both agencies and broadcasters will welcome the new efficiency. Agencies have long complained about the exorbitant costs and efforts involved in spot paper work. By applying the new billing methods available, spot radio can only increase its dollar volume.

But it may be months before the effects of these developments will be fully reflected in radio's billing barometer.

More imminent is the prospect of new business arising as 1961 moves into the fourth quarter.

Automotive products

Hastening the business rise is the move by Detroit to announce the new models two to three weeks earlier than in previous years. Most radio schedules for the new cars will be on the air by the end of the month.

The reason for earlier announcement is summed up by E. R. Peterson Jr., Detroit manager of the Keystone Broadcasting System, who believes that manufacturers "plan to offset the disappointing auto sales for the year to date. By getting the new cars on the market early, they expect to show a better record for the year by end of 1961."

Although radio schedules for the new cars bear no marked difference from last year, the expected boom in the new car market will undoubtedly lead to expanded schedules not only from autos but also from advertisers directly or indirectly dependent on auto sales.

Many of these advertisers are traditionally heavy in radio, spending $1 million or more annually in the medium. Others are "see-saw" accounts which are either on or off the air in stride with general economic conditions.

Automotive accessories

Tire and rubber firms will enjoy a boost in sales. Banks, finance and insurance companies will share in the auto boom as buyers need credit and protection.

Auto dealers, suppliers, accessory firms, oil and gasoline companies and service stations will share in the increased business. Many of these firms will increase advertising.

Improvement in business, supplemented by recent government spending for defense, will be quickly reflected by the consumer who has steady employment, more money to spend.

Backing up the improved outlook from the automotive industry is the traditional fall re-entry of many advertisers dormant since spring.

Food products

Foods particularly are making a strong showing in radio this fall especially with the introduction of a flurry of new products. Drugs will begin the long fight on winter illness on the airwaves this month and next. Back-to-school seasonal themes will come from clothiers and school suppliers. Fall holidays will be surrounded in commercials for holiday wines, candies, gifts and flowers. Winter sports will bring in good sponsors.

The ingredients couldn't be bet-

Continued on page 55

Foods are heavy for fall '61. Among those on the air are Beech-Nut baby foods through Y&R, New York, (l), a newcomer this year, and La Rosa macaroni products, through Hicks & Greist, New York.

Originator of CBS promotion with agencies was Fred Ruegg, 1 v.p. for sta. admin., with Alfred Greenberg, v. mgr., prom. serv.

AGENCIES USE RADIO TO SELL THEMSELVES

Bold move by CBS O&O stations offers free commercial time to agencies for 'sale' of advertising

EVERYONE in advertising talks about interesting the public in their field, but no one—until now—has put many specifics into action.

This month, the CBS owned and operated facilities in seven major markets are launching a drive to broadcast in the public interest a series of "commercials" on behalf of advertising prepared by leading agencies—and the top executives—in the business.

The idea, proposed to executive officers of 100 leading advertising agencies early in July, is the concept of Fred Ruegg, vice president in charge of station administration for the CBS Radio network.

His aim: to counter "the poor public relations job that advertising is doing for itself among the general public."

His suggested step for betterment

W. T. Okie
J. M. Mathes

Walter Weir
Donahue & Coe

Barton Cummings
Compton

Leo Burnett
Leo Burnett

Warner S. Shelly
N. W. Ayer

in the area of public relations: creation "of a better public image of advertising" with the airing of minute announcements discussing "the positive contribution advertising is making to our society, its role in the building of our economy, its success in raising our standard of living, its ability to get people and 'things' together."

The suggestion has been approved and accepted by some three dozen leading agencies in all parts of the country, each authorizing preparation of a one-minute "commercial" on tape or transcription for broadcast 12 times around the clock on each of the seven CBS o and o operations. They include WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles.

Continued on page 50

Compton copy sells 'better mouse-trap'

(Sound of mouse-trap snapping shut with loud bang.)

First man: I did it! I did it!
Second man: Did what?
First man: I invented a better mouse-trao!
Second man: So-o-o? What are you going to do now?
First man: Why, wait for the world to beat a path to my door. What else?
Second man: (pause) Awful quiet outside. Don't you think you ought to let people know about your better mouse-trap. After all, no invention is important unless is put to use—and that's where advertising helps. The more people know you've invented a better product, the greater the demand will be. When it gets into mass produciton, costs will come down and more people will be able to afford it. That's what happened with automobiles, telephones, radios, soaps, canned and frozen foods, electrical appliances—all of the things that have made us the best-provided-for nation in the world. Advertising is basic to our whole economy—and it can help you, too.
First man: Know what? I think you have something there!
Announcer: This message, prepared by Compton Advertising, Incorporated, has been brought to you as a public service by (station call letters).

SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

Agencies interested and reps elated over plan to clean up spot paper work

SINCE the day when the second commercial radio station took to the air, the broadcast industry has been beset by a nagging, relentless barb—the spot paper jungle. But there's new hope for radio's escape from this undergrowth.

Strewn across the glamorous, awesome 41-year past of broadcasting is a back-office mess created by a maze of paper work that connects to the very nerves of the industry. Entangled in this paper jungle have been broadcasting's mechanical means of survival, the day-to-day workings of the business machine: availabilities, confirmation orders, agency contracts, affidavits, make-goods, rates, commissions, billing.

Rooted in causes as complex as the results, paper confusion has chiefly been abetted by an innate absence of standardization. Stations, representatives and agencies have differed widely in paper procedures used to transact business with one another. So, too, have each of the three groups differed within themselves as to the methods of interchange with the others.

Although there have been attempts, some fruitful, to standardize forms along certain channels of communications, the elimination of waste has been fragmentary, however successful. And the most frictional area of standards lack has been the most fractional—national spot billing. There has never been, until as recently as last month, a private effort to put the entire broadcasting industry on a uniform system for billing. One reason: only within the past two years has electronic data processing equipment been engineered efficiently enough to assimilate and organize the vast paperwork complex.

Now the long-awaited centralized, automated procedures for buying, selling and billing of national spot radio and television are just around the corner. Two firms—Broadcast Clearing House Inc. and Broadcast Billing Co., Inc.—have already announced their intentions to act as central billing agents for stations, advertising agencies and representatives. A third group is expected to announce its plans shortly.

The men behind the rash of new firms have swathed a path through the jungle of prevailing procedures in order to find out what is wrong and how it can become right. What they have discovered is perhaps all too familiar to the beleaguered station representative who finds himself stranded as both mediator and salesman between the agency and station.

Both agency and station are aware of their own peculiar problems in the melee, but perhaps neither has a full understanding of what goes on in the other shop.

Why is there a jungle? And what hazards lurk in it?

Here is what happens, step by step, in the ordering and billing of national spot radio and television:

The advertising agency requests station availabilities from the representative for a projected cam-

Two of the three men in charge of Broadcast Clearing House, new firm offering central spot billing, are John Palmer (l), president, and Lee Mehlig, exec. v.p. Arthur W. Sawyer is sec'y.

paign. The representative calls on the agency timebuyer to clarify campaign needs. Then the rep sends the request to the station for verification or request of avails. When verification is received, the rep informs the agency and a signed order for the time is issued.

The time order is sent to the station by the rep for verification and signing. A copy is then returned to the agency and authorizes the station to initiate its accounting process.

In the meantime, the station begins to run the schedule ordered and submits a bill and affidavit for the campaign to the agency. Upon receipt of the bill, the agency painstakingly checks delivered spots against ordered spots for discrepancies. According to one large agency, the chances are two-to-one that some error will be discovered, some clerical others missed spots.

If the agency does find an error for which it will hold up payment, it so informs the rep so that he can initiate a reconciliation with the station. The station then tracks down the source of the discrepancy —through traffic, programing or accounting. Once the source of the error is found, an explanation is forwarded to the rep, who transmits it to the agency.

Upon hearing the explanation, the agency may let it drop at that and ask for an adjustment in the bill. But more often than not it requests either a new schedule or make-goods, which the station and rep approve much as they would a new time order. Both the agency and rep verify the arrangement, and the station executes whatever steps have been required after renegotiation.

Then the station submits a new or corrected bill to the agency, and if found to be lacking in error, the bill will be approved for payment. However, the chances of error the second time around are no less than the first. Industry sources report that renegotiations on one campaign may be instigated as many as three or four times.

Such is the jungle through which buyer, seller and mediator must tread.

Caught in the squeeze is the representative, whose function as a mediator is carried on by the rep salesman. Many salesmen find themselves in the trap of an errand-boy existence when they rightly feel that their function should be to sell time exclusively and thus advance billings for their stations and all of spot broadcast. But equally involved in the hassle are the agency and the station, which lose countless man hours because of the system, fraught as it is with not only human error, but the native inability of the station to send the agency a box of air with its spot inside as proof of performance (newspapers and magazines send a tangible proof of performance: the tear sheet).

The first group to unveil its proposal is Broadcast Clearing House Inc., New York and San Francisco.

Officials of Bank of America, San Francisco, and BCH examine ERMA, machine for automated billing. From left: Emmett Jenkins, mgr., Bank of America ERMA center; Robert Reilly, bank v.p.; Palmer H. A. Keith, asst. v.p., processing; Mehlig; Ed Martin, bank's research dir. Plan is now being agency-previewed.

After more than two years of research, development and testing, according to its founders, BCH is now in the midst of refining its system while meeting with agencies, station representatives, stations and advertising groups.

BCH has completed arrangements with the Bank of America, San Francisco, to handle the data processing for the automated system. According to BCH Executive Vice President Lee Mehlig, the bank will use ERMA (Electronic Recording Method of Accounting), an IBM high-speed computer perfected during the past year.

The new firm is headed by John E. Palmer, president, who is now western sales manager for Mutual Broadcasting System. Mehlig is currently vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo. Arthur Wyman Sawyer, BCH secretary, is an account executive with Garfield, Hoffman & Conner, advertising agency in San Francisco.

Late last month a second central billing company for broadcast was announced in New York by Standard Rate & Data Service, which has created a subsidiary, Broadcast Billing Co. Inc., "to control, coordinate and justify tv spot billing."

Albert W. Moss, executive vice president of SRDS, heads the new operation as president. Executive vice president of BBC is George W. Schiele, former sales vice president, Broadcast Advertisers Reports Inc., New York, where he was instrumental in developing a television audit system now used by several advertising agencies.

BBC, like BCH, plans to use automated data processing methods to serve both stations and agencies. However, the former company will provide a central billing service for television stations only. And it will adapt forms currently in use by agencies and stations before translating the data into its own forms for machine processing.

Unlike BBC, Broadcast Clearing House will initially serve radio stations, expanding later to accommodate television stations. Existing forms will not be used, but will be replaced by BCH standardized forms that are automatically ready to be programed for data processing.

A third group—not as yet officially announced—is reported to be spearheaded by a group of former Remington Rand systems experts who are working with a New York bank and a company experienced in broadcast advertising. Details of their proposed central billing plan have not been made public.

Of the three groups, Broadcast Clearing House is the first to have presented thoroughly the details and systems of its operation to advertising agency executives and representative firms.

Here is how the BCH system would work, step-by-step:

1. A standardized *time order* form originates with the rep. It's sent to

Continued on page 54

BCH central billing needs only five steps

BROADCAST CLEARING HOUSE
P O BOX 9999, RINCON ANNEX
SAN FRANCISCO 20, CALIFORNIA

TIME ORDER

E. W. BAKER & CO. NEW YORK

STATION KVIV ADDRESS SAN FRANCISCO CALIFORNIA — FOR B.C.H.

NAME OF REPRESENTATIVE RADIO AD-SALES — OFFICE NEW YORK

CLIENT U. S. MOTORS CORP. — PRODUCT CENTAUR

COMMENCEMENT DATE 8-1-61 — EXPIRATION DATE 8-31-61 — ORDER NO 2876541 — DATE 7-24-61

1 ITEM NO	2 HOUR	3 DAYS	4 TIMES PER WEEK	5 TOTAL NUMBER OF TIMES	6 LENGTH OF BR'DCAST	7 TIME CLASS	8 RATE	9 TOTAL CHARGE
01	8:30 AM	DAILY	7	31	30 SEC	BROWN	13.85	429.35
02	6 PM	M-W-F	3	13	30 SEC	AA	7.25	94.25
03	12-12:30 PM	DAILY	7	31	60 SEC	A	11.50	356.50

1. TIME ORDER is prepared by rep after schedule negotiation and sent to ad agency for confirmation. Agency gives final signature to order and indicates whether automatic make-goods by station are authorized. The form is returned to Broadcast Clearing House to begin automated billing process. Time order gives complete run-down of times, length, class, cost in multiple copies.

BROADCAST CLEARING HOUSE
P O BOX 9999, RINCON ANNEX
SAN FRANCISCO 20, CALIFORNIA

PRIMA FACIE BILLING

ANY NECESSARY ADJUSTMENTS TO THIS BILLING WILL APPEAR ON ADJUSTED BILLING

AGENCY E. W. BAKER NEW YORK — MONTH AND YEAR 8-61
CLIENT U. S. MOTORS CORP. — BILLING NUMBER — PAGE
PRODUCT CENTAUR

1 ~~INTERFACE NUMBER~~	2 ORDER NUMBER	3 NUMBER OF TIMES	4 LENGTH OF BROADCAST	5 TIME CLASS	6 RATE	7 GROSS CHARGE
KAX SAN FRANCISCO CALIFORNIA						
	2976438 01	31	30 SEC	AA-1	9.50	294.50
		31				294.50 *
KDAB SAN FRANCISCO CALIFORNIA						
	3286510 01	31	30 SEC	B	4.25	197.25
	3286510 02	10	60 SEC	AAA	15.00	150.00
		41				347.25 *
KVIV SAN FRANCISCO CALIFORNIA						
	2876541 01	31	30 SEC	BROWN	13.85	429.35
	2876541 02		30 SEC			[illegible]

2. PRIMA FACIE BILL, an estimate of the agency's final bill for client radio campaign, is sent to agency on 20th of broadcast month. Bill lists all stations in campaign, schedule ordered, cost per station, sub-total per city and state and final total. Agency now has central record of all station billing for each campaign. Payment is not made, however, until BCH sends adjusted bill.

BROADCAST CLEARING HOUSE

STATION BILLING

KVIV SAN FRANCISCO CALIFORNIA 8-61

1	2 AGENCY ORDER NUMBER	3 NUMBER OF TIMES	4 LENGTH OF BR'DCAST	5 TIME CLASS	6 RATE	7 GROSS CHARGE	8 NO OF TIMES	9 LENGTH OF BR'DCAST	10 TIME CLASS	11 RATE	12 ADJUSTED GROSS CHARGE	13 DIFFERENCE IN GROSS CHARGE
H. A. ANDERSON, INC.			NEW YORK									
NATIONAL TOBACCO CO.			FORTUNES									
	487652901	62	30 SEC	AAA	8.65	536.30	61	30 Sec	AAA	8.05	527.65	8.65
	487652902	8	30 SEC	AA	7.50	60.00						
						596.30						

3. STATION BILL goes from BCH to station on 20th of broadcast month, itemizes time ordered for that month by each agency and client. Station checks logs for any discrepancies between time ordered and time delivered, enters them in space provided at right. Station then notarizes form and returns to BCH, which then issues check for month's campaigns. Stations are subject to periodic audit by BCH accountants without prior notice.

4. ADJUSTED BILL based on station changes is prepared by BCH and sent to agency by 10th day of month after broadcast. This is the final bill for the client campaign, itemizing all stations. The agency then issues one check to BCH for each campaign. Agency commission and deductions for BCH fees are noted, as are refunds for discrepancies, and other errors.

BROADCAST CLEARING HOUSE
P. O. BOX 9999, RINCON ANNEX
SAN FRANCISCO 20, CALIFORNIA

ADJUSTED BILLING

AGENCY E. W. BAKER NEW YORK — MONTH AND YEAR 8-61
CLIENT U. S. MOTORS — PRODUCT CENTAUR

1	2 ORDER NUMBER	BROADCASTS ORDERED 4 NO OF TIMES	4 LENGTH OF BR'DCAST	5 TIME CLASS	6 RATE	7 GROSS CHARGE	BROADCASTS DELIVERED IF DIFFERENT THAN ORDERED 8 NO OF TIMES	9 LENGTH OF BR'DCAST	10 TIME CLASS	11 RATE	12 ADJUSTED GROSS CHARGE	13 DIFFERENCE IN GROSS CHARGE
KAX	SAN FRANCISCO CALIFORNIA											
	297643801	31	30 SEC	AA-1	9.50	294.50						
		31				294.50 *						
KDAB	SAN FRANCISCO CALIFORNIA											
	3286510-01	31	30 SEC	B	4.25	197.25						
	3286510-02	10	60 SEC	AAA	15.00	150.00						
		41				347.25 *						
KVIV	SAN FRANCISCO CALIFORNIA											
	287654101	31	30 SEC	BROWN	13.85	429.35						
	287654102	13	30 SEC	AA	7.25	94.25	10	30 SEC	AA	7.25	72.50	21.75
	287654103	31	60 SEC	A	11.50	356.50						
		75				880.10 *						

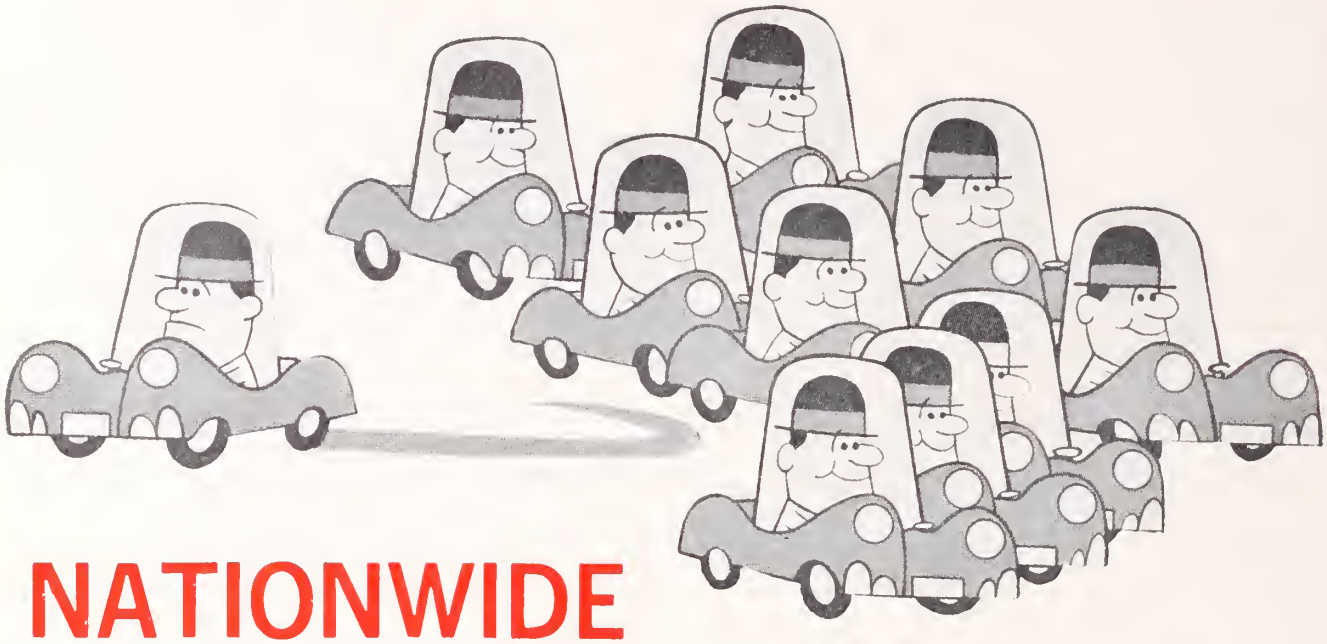
BROADCAST CLEARING HOUSE
P. O. BOX 9999, RINCON ANNEX
SAN FRANCISCO 20, CALIFORNIA

REPRESENTATIVE'S STATEMENT

NAME OF REPRESENTATIVE RADIO AD-SALES
OFFICE NEW YORK — MONTH AND YEAR AUGUST 61 — PAGE

1 AGENCY CONTRACT NUMBER	2 AGENCY ORDER NUMBER	BROADCASTS ORDERED 3 NO OF TIMES	4 LENGTH OF BR'DCAST	5 TIME CLASS	6 RATE	7 GROSS CHARGE	BROADCASTS DELIVERED – IF DIFFERENT THAN ORDERED 8 NO. OF TIMES	9 LENGTH OF BR'DCAST	10 TIME CLASS	11 RATE	12 GROSS CHARGE	13 REPRESENTATIVE'S COMMISSION
KVIV	SAN FRANCISCO CALIFORNIA											
E. W. BAKER	NEW YORK											
U.S. MOTORS	CENTAUR											
	287654101	31	30 SEC	BROWN	13.85	429.35						
	287654102	13	30 SEC	AA	7.25	94.25	10	30 SEC	AA	7.25	72.50	
	287654103	31	60 SEC	A	11.50	356.50						
						880.10*					858.35*	128.75

5. REPRESENTATIVE'S STATEMENT is the final step in BCH billing process. It shows adjusted, final billing synopsis of all national spot for each station for the preceding broadcast month. Rep's commission, agency's commission, BCH fee are all itemized. BCH encloses check for representative's commission. BCH system saves representatives much paper work and mediation worry. System would increase spot radio billings considerably.



NATIONWIDE DRIVES HOME ITS NEW RADIO PITCH

Network and spot radio wheeled in the customers during the company's "9 out of 10 come back again" auto insurance campaign

MUDDLED by a labyrinth of laws that vary from state to state, overrun with a commercial approach that combines vapidity with confusion, auto insurance is one of the toughest items to pitch to the millions of American car owners.

This was the situation that the people at Ben Sackheim Inc., New York, encountered several months ago when they undertook a campaign to sell automobile policies for Nationwide Insurance, Columbus, Ohio. Their immediate goal: sales leads. Their major medium: radio.

The company and the agency took a long look at the current status of commercials plugging the auto insurance business and found they only succeeded in further confusing the public about this complex field. Nationwide felt it needed a drive that would give it a distinctive edge over its competitors.

The foundation of its new approach was an extensive program of spot and network radio. The decision to use radio was not reached until the company and its agency painstakingly studied the media and merchandising problems involved in an extensive radio campaign.

The campaign that evolved is a blueprint of a carefully researched and well thought-out program.

The first move called for the creation of a distinctive theme that would elevate Nationwide above the mediocre copy approaches prevailing in the field.

Austin Kelley, account executive on Nationwide, explained the background in the development of the theme for Nationwide's $350,000 campaign which ran this summer. "We were looking for a distinctive pitch that would overcome the complexities of the many regulations that vary from state to state, a theme that would overcome the blurred individual aspects of auto insurance," Kelley said.

The answer was found in a recent Nationwide study revealing that 90 per cent of its clients renewed their auto insurance.

"It seemed to us that this was a strong competitive claim," Kelley said. "Here was something a little different, something that no other company was stressing, something that was marked and noticeable."

From this beginning came the basic key theme for the campaign: "9 out of 10 come back again for Nationwide car insurance."

While Sackheim developed this selling theme, it moved into the next stage: media planning. Bill Pitts, vice president in charge of radio and television, explained that "we were looking for a new and exciting way to present the theme to the public. We wanted to break the old patterns."

The usual pattern for pushing specialized types of insurance was newspapers. Last year, Nationwide used more than 300 newspapers east of the Mississippi, the area where most of its offices are located.

Pitts believed the "9 out of 10" slogan was perfect for broadcast use.

At this juncture, Sackheim and the client agreed that radio was the one medium that could cover the market, saturate it, and, at the same time, strike squarely at the man behind the wheel. The decision to use radio was aided considerably by the results of a small Nationwide radio test on WCBS New York.

The company bought the Marty Glickman sports program, which preceded every New York Yankee baseball broadcast. "Nationwide sponsored the show as an experiment to check the validity of radio," Hal Graves, a vice president at Sackheim, explained.

"The results were most gratifying," Graves said. The company ran two giveaway promotions on the program: it offered a portable emergency reflector and a baseball fact handbook. "The response was far beyond expectation," Graves said.

He emphasized, however, that the most important result was not the quantity of responses but the growing awareness of the Nationwide name as the program progressed into the summer.

"At first, the letters only asked for the reflector and the handbook, but later the listeners began requesting the 'Nationwide' reflector and the 'Nationwide' fact book. We were conscious of Nationwide's name building up."

Sackheim's media recommendation for radio as the major medium for Nationwide's big auto insurance push was accepted. With the basic selling point agreed upon and the major medium selected, the next move was to develop a commercial approach that would grip the attention of the listener.

A catchy opening wasn't enough: the agency wanted something more sustaining. Kelley explained the best method to disavow themselves from the heavy-handedness of most auto insurance commercials was to provide the listener with something to laugh at.

"Humor in commericials," says Kelley, "gives people something to remember because it comes as a surprise; they're not expecting it."

The basis of the humor is what happens to the one person in 10 who does not renew his policy.

Three basic gag lines are alternated during the Nationwide jingle in answer to the question: "What about number 10?"

This jingle illustrates how the humor is integrated:

Nine out of 10 come back again—
for Nationwide car insurance.
If you drive a car, it's better by far—
with Nationwide car insurance.
Customers like what we stand for,—
they get much more than they planned for:
Nine out of 10 come back again—
for Nationwide car insurance!

Key agency planners in Nationwide's car insurance radio drive

Strategy session on Nationwide's "9 out of 10" radio campaign involves Ben Sackheim's Joe Battaglio, l, broadcast supervisor; Bill Pitts, c, vice president of radio and tv, and Austin Kelley, account executive.

View from top: 2 client execs see . . .

GEORGE W. CAMPBELL, ADVERTISING DIRECTOR

"WHILE it's still too early to tell the effects this campaign will have on sales, initial public reaction has been highly favorable. We plan to make a complete evaluation when the program concludes this month and determine whether to use this approach in future marketing efforts."

What about number 10?
(Outside voice:) I bought a helicopter, man!
The coverage is broader, there's less to pay:
That's why nine out of 10 come back again!
Fast claim service is the Nationwide way:
That's why nine out of 10 come back again!
Nine out of 10 say it's common sense.
Ride with Nationwide, ride with confidence!
You'll find
We're friendly and fair—no others compare
To Nationwide car insurance.
Nine out of 10 come back again—for Nationwide car insurance!

The two alternate gag lines are:
(Outside voice:) "My uncle went into the insurance business!"
(Outside voice, as if being shot into space:) "I moved out of Nationwide territory!"

The next major step involved exploring the strategy behind the placement of schedules: the markets, the number and type of stations, times of day, the frequencies, days of the week and length of the commercials.

The first consideration in setting up the schedules was to determine the best plan for distributing the budget over the full scope of Nationwide's operating area. Nationwide agents cover 29 states, most of them east of the Mississippi.

The company wanted to saturate the market in all areas where its agents operate, but also desired heavier concentration in the cities that housed the largest number of salesmen. "We had to keep in mind the number of agents and we wanted to make certain that we had excellent radio coverage in areas which had the most representatives," Pitts said.

The result was a combination network and spot buy. Two stations, one for spot and one for the CBS network effort, were purchased in each of the 77 largest eastern cities, with one station used on a spot basis in each of 28 smaller markets. The CBS show was used in 48 other smaller markets.

A detailed breakdown of the four-week radio campaign reveals that Nationwide aired an average of 30 commercials per week in cities where it used two stations, 20 per week in cities where it bought one station, and 10 per week in localities where it bought only a CBS affiliate.

Although Nationwide was on radio for four weeks, the radio campaign covered an eight-week period from July 24 to September 15. The flight opened for two weeks, played possum for two weeks, returned for one, vacationed for two, and concluded with one week.

Pitts explained the thinking behind this type of scheduling: "We wanted a life span of two months, but the budget couldn't handle it. We figured that it wasn't necessary to be on every week. This type of schedule has carry-over value and the average consumer would not notice that we dropped out some of the time."

One of the biggest reasons Nationwide agreed to go into radio was the medium's ability to pinpoint commercials at the automobile owning audience. The company bought schedules during prime driving time—the morning rush hour, 7 to 9, and the evening equivalent, 4 to 6.

Weekends were ruled out because, as Pitts explained it, "Salesmen normally don't work on Saturday afternoons or Sundays and we wanted a

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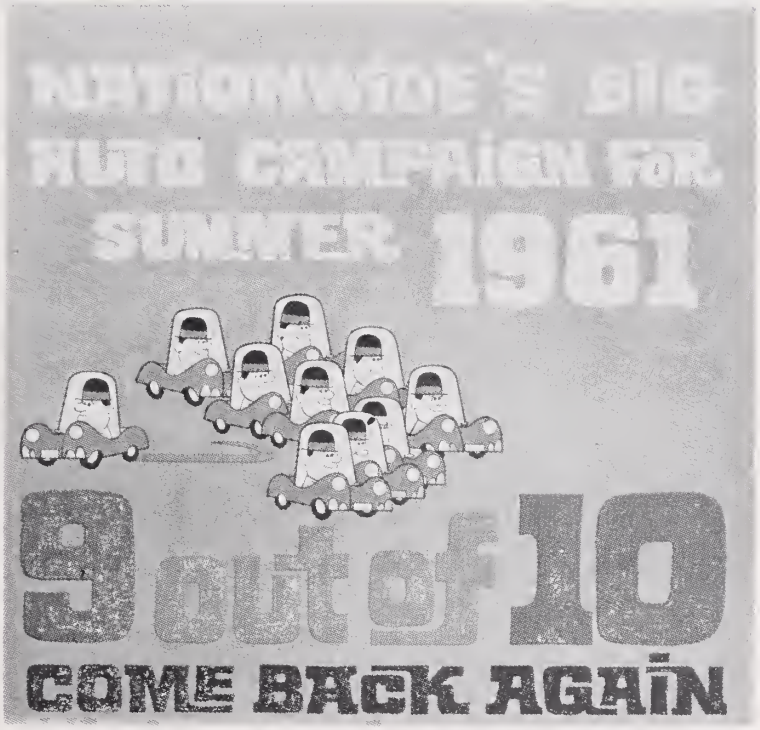
. . . more radio in Nationwide's future

GEORGE H. HUNTER, ADVERTISING MANAGER

"WE BELIEVE this mass testimonial from our policyholders is one of the strongest advertising themes we have ever developed. And the radio medium enables us to get this message to the public in an enjoyable, and memorable way, with impact frequency. We're certain that this campaign will help establish Nationwide Insurance as the 'satisfied drivers' company in the public's mind."

Print advertising, promotion backed up radio's role as the number one vehicle in Nationwide's integrated drive



Direct mail, newspapers, streamers, stickers, billboards and various promotional material supported radio during Nationwide's extensive "9 out of 10 come back again" selling campaign.

time when the listener could call the agent quickly—many of the salesmen work during the evening."

Choosing the proper time of day is only the first step in pinpointing an audience. The right stations must be selected.

"We didn't want rock-and-roll stations and we didn't want stations that catered to the lowest listener common denominator," Pitts said. "We wanted stations that stress quality broadcasting. We were interested in reaching the responsible, adult male, not the gum-chewing, soda-pop drinking teen ager."

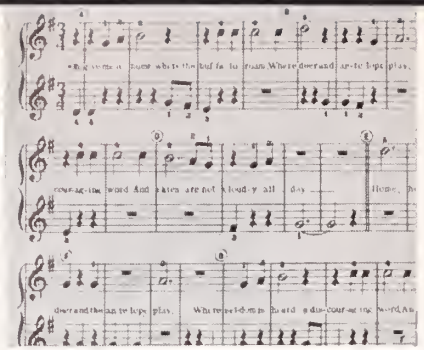
On the CBS network, Nationwide bought the *Allen Jackson* news program at 5 p.m. est. "The program was a good buy financially, it was at a good time, it was available, and it fitted in with our policy of sponsoring high-quality shows," Pitts said. Nationwide was able to buy 57 per cent of the network, which blanketed most of its selling area.

The client selected the one-minute comercials as the best length for driving its message home to the drivers. Kelley explained that Nationwide wanted enough time to sell its product. "The 9 out of 10 phase is enough to get attention, but then we wanted to fully develop our sales presentation," Kelley said.

Kelley explained that the 60s offer greater flexibility for local tie-ins. "Every third commercial has a drop-out for a message about local rates and coverage, since they vary from state to state," he said.

The drop-outs for local announcements was consistent with the over-all campaign strategy of boosting the sales potential of the local agent. Besides employing radio (the ad effort's keystone which received about half of the $350,000 advertising budget for this campaign) the company advertised on billboards and in mass

Continued on page 58



Selling teens with 'kookie' commercials

COMMERCIAL CLINIC

The millions of American teenagers who are not blinded by the glare of television, but remain resolutely glued to their portable radios, are generally acknowledged as one of radio's most profitable audiences. But once you agree that teenagers spend many of their waking hours listening to the radio, the problem pops up of how best to sell a product to this audience.

One agency, Fletcher Richards, Calkins & Holden, New York, probed into the problem and came up with a radical approach to teenage selling that may shock many adults—but also may sell a lot of sneakers.

Sneakers are the product the agency is pushing for its client, U. S. Rubber, which manufactures U. S. Keds. The agency wanted to try radio because, as Sy Frolick, vice president in charge of radio and television, explained: "No other medium does such a good job of catering to the desires and tastes of the teenager."

Frolick maintains that teenagers are not big television watchers or readers of mass magazines and newspapers. "The average teenager is full of energy and he doesn't like to sit for long periods of time in front of the tv," he said.

The agency convinced the client to use radio in reaching kids in cars, on streets and at the beaches with their transistors.

FR,C&H proposed to U. S. Rubber that it sponsor week-day afternoon and Saturday morning disc jockey programs.

This was fine, Frolick recalled, but the toughest task was convincing the client to revamp its theories of selling to teenagers. The agency persuaded U. S. Rubber to use commercials that talk to the teen in his own language.

In developing the announcements, FR,C&H teamed up with Narwood Productions, which specializes in the problems of tapping the lucrative teenage market.

Frolick explained some of the pitfalls in selling to teens that many advertisers have previously tumbled into. "We had to watch out for (1) talking down to the teenager and (2) using slang expressions that adults think are in vogue, but actually died out years ago."

This is where Narwood came in handy. The agency wanted to talk to the teenager in his own language and Narwood provided FR,C&H with current American teenage slang. The result, as Frolick puts it, was a "zany, irreverent, off-beat, approach that uses two madcap Bob and Ray type of characters, doing the kind of material found in *Mad* comics."

The commercials, called Bulleteens, were devised with these basic ideas in mind: (1) to use the language of the teenager, (2) to talk about things that interest him and her, and (3) to entertain the teenager by making him laugh.

Commercials were broadcast as a test campaign during July and August in more than 60 major markets.

The commercias were delivered in a rapid-fire, high-pitch manner, liberally spiced with noisy sound effects. The humor might be described as the closest thing to sick jokes for teenagers. The copy talks about things nearest to the teenager heart: dating, basketball, school and the many little problems that only the teenager can understand—for example, having to wear white shirts and ties in school.

The commercials are written to win over the teenager to the side of U. S. Keds, and the jokes lacerate individuals who give teenagers the most trouble: parents, school principals and little sisters.

A sample of one of the commercials illustrates the irreverent approach to selling sneakers. (Rich and Leon are the two protagonists.)

Rich: (Singing) School Days . . .
Leon: (Interrupt) No!
Rich: School Days . . .
Leon: (Interrupt) Stop it!
Rich: Dear old golden . . . (Covered)
Leon: (Interrupt) Knock it off!
Rich: But its back-to-school time!
Leon: (Interrupt) I *hate* school! I'll blow it up!
Sound: (Blow up the school for five seconds—end with boinng sound and beginning of kookie fanfare.)
Rich: Hey, what's that last noise?
Leon: It's another teen bulleteen!
Leon: Fads for the lads! At Wilbur Grunt High in California, boys are planning to wear white shirts and ties when they go back to school.
Rich: The principal is discouraging the fad. He is holding out for pants, socks and shoes too!
Leon: You mean Keds with the blue label. That's Keds. Spelled K . . .
Rich: As in Ack-ack . . .
Leon: E . . .
Rich: As in sneaky . . .
Leon: D . . .
Rich: As in fiddle-faddle . . .
Leon: And Zizz . . .
Rich: As in Bizzzzzzy! Wear 'em all the time!
Leon: Don't wear Keds in your beds—wear 'em to school. G TGKF ! ! !
Rich: GTGKF what?
Leon: Get *T*hat Great *K*eds *F*eeling! If you can't be bright—be smart! Get Keds with the blue label!
Rich: Yeah—they even look good clean! ■

TIMEBUYS *Continued from page 11*

belts, seat covers and shock absorbers. **Lynn Diamond** is the timebuyer.

HILLS BROTHERS INC.

Agency: *N. W. Ayer & Son, Philadelphia*

Product: COFFEE

The coffee maker is expected to launch a campaign sometime near the end of this month. The drive, using 30-second announcements, will probably last about one month. As many as 200 markets may be covered by the flight.

KITCHENS OF SARA LEE

Agency: *Hill, Rogers, Mason & Scott, Chicago*

Product: CAKES

A 35- to 40-market campaign for Sara Lee's new products, apple and spice cakes, will begin Oct. 1. The flight will run from two to three weeks, but there are indications that more schedules may be purchased. Daytime minutes will predominate, with frequencies ranging from 25 to 35 announcements per week. **Miriam Manzer** is the timebuyer.

V. LA ROSA & SONS, INC.

Agency: *Hicks & Greist, New York*

Product: MACARONI AND SPAGHETTI

A saturation campaign that began in early September for La Rosa's assorted line of macaroni and spaghetti products is spreading over 35 markets east of the Mississippi. As many as five stations in major markets are carrying the one-minute announcements, which are directed at housewives during daytime hours. At this writing, the length of the flight is still undetermined. **Len Soglio** is the timebuyer.

C. F. MUELLER CO.

Agency: *Doherty, Clifford, Steers & Shenfield, New York*

Product: MACARONI

A campaign of indefinite duration was started recently for this macaroni manufacturer. The drive is reaching into about 35 markets scattered around the country. Timebuyer is **Stu Eckert.**

THE NESTLE CO.

Agency: *William Esty, New York*

Product: NESCAFE INSTANT COFFEE

A 100-market drive, which began on September 11, is currently covering the country for the instant coffee product. Most of the markets are two-station buys with frequencies ranging from five to 100 per week for the one-minute and 30-second recorded announcements. The campain is directed at housewives during daytime hours. At the moment, the length of the drive is indefinite. Timebuyer is **Phil McGibben.**

Q-TIPS INC.

Agency: *Lawrence C. Gumbinner, New York*

Product: COTTON SWABS

The middle of October is the starting time for a 13-week flight for the baby product. The campaign will take a break for the Christmas holidays and then pick up again in January. The drive will hit selected markets throughout the country. The one-minute announcements, pointed at the young mother, will be aired during daytime and early evening hours. **Anita Wasserman** is the timebuyer.

STANDARD OIL CO. (NEW JERSEY)

Agency: *McCann-Erickson, New York*

Product: ESSO GASOLINE STATIONS

The gas company has decided to extend a saturation campaign that began in the spring and was scheduled to end on Oct. 8. The new schedule picks up on that day and will continue through December 3. The drive will flood 46 markets in the 19 eastern and southeastern states serviced by the Esso stations. Weekends will receive the bulk of the schedule. **Joseph Granda** is the timebuyer.

UNION CARBIDE CORP.

Agency: *William Esty, New York*

Product: PRESTONE ANTI-FREEZE

A $1 million radio campaign is now in the process of being launched for Prestone anti-freeze. The length of the drive, which will utilize one-minute announcements, is undecided. Timebuyer is **Phil O'Connell.** ■

LETTERS

Continued from page 13

that tends to railroad the fm broadcaster into adoption of this service.

DAVID GREEN
vice president
KXTR
Kansas City, Mo.

RULES OF DECAY

The recent FCC proposals relating to changes in the rules governing fm broadcasting may very well mean an end to the growth of fm. High Fidelity Broadcasters Inc. believes this to be true because of the extremely large co-channel and adjacent channel station separation distances proposed. We contend that this will prevent the authorization of more than a few new stations except in sparsely populated parts of the country economically ill-equipped to support additional fm broadcasting. As an example, we are quite sure that no new class B stations can be assigned in the present Area 1 under the FCC proposals.

We believe . . . for the continued growth of fm . . . in the following: (1) Protection of existing stations to a greater extent than exists under present rules; (2) some reasignment of present stations in order to remove the worst interference cases now existing; (3) the assignment of new adequate coverage stations to areas now receiving little or no fm service; (4) the assignment of wide area coverage, highly protected stations to serve sparsely populated areas; (5) the assignment of local coverage stations to provide local facilities in small and medium sized communities.

WILLIAM ALMAS TYNAN
President
High Fidelity Broadcasters Inc.
Bethesda, Md.

INDUSTRY HYPO

I have your issue of U. S. RADIO for July and the material on the drug trade regarding radio is most interesting and informative.

I have specialized in food, health beauty aid and drug accounts in the last several years and such information as you have printed is most helpful to me and my efforts in the radio industry.

F. W. SLADE
CKAC
Montreal ■

RADIO FOCUS/IDEAS

SALESMEN *at WABC New York are now radio-dispatched! Trial run shows, l to r, Herb Mendelsohn, sls. mgr.; Harold L. Neal, Jr., v.p.-gen. mgr.; Tom Mager, mdsng. mgr.; and a.e.s Ronnie Gelb, Tom Green, Bill Tilow, Jack Flynn. Each has two-way radio.*

NEW FM SPONSOR *signs for 26-week program on KPEN-FM S.F. L to r, Art Blum, pres., Blum agency; Ross McKee, pres., Music Teachers Assn.; Jan Paul, owner, Acoma Music, and Gary Gielow, KPEN-FM.*

ALL-MARKET *presentation on radio is being shown in five top cities by San Francisco Broadcasters Assn. Pictured: Homer Odom, l, of KABL, pres, SFRBA, with Richard Gravett of KNBC.*

ACTRESS *Mitzi Gaynor records for CHUM Toronto's "Hollywood Day" promotion. Other guests d.j.s were stars Jane Morgan and Pat Boone in special recordings for Canadian station.*

TOWER OF ICE *is manned by D.J. Ken Griffin of WHYN Springfield, Mass. in parking area of Towers Marts discount stores for zany hot-weather promotion.*

RADIO FOCUS/ideas

PUBLIC SERVICE

Promotion

From catching criminals to aiding orphans to improving the flow of mail, radio stations throughout the land respond to the call of public service.

Raising money for needy causes and assisting worthwhile campaigns comprise the bulk of the public activities. In Philadelphia, **WIP** received a call from a group of employees at the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan. The group had collected a small amount of money among themselves and they wanted to buy radio time to help raise money for the Schaeffer girls of Levittown—seven little girls, aged three months to seven years—who were orphaned by the tragic loss of both parents within a three-month period. WIP told the callers to keep their money, the station would do it for nothing. The station set in motion the "Seven Sister's Fund." During a two week series of announcements the station raised $5,370.41. Among the contributors: the office of the mayor of Philadelphia, the crew of the U.S.S. Norris, and the employees of the city's traffic office.

In a span of four hours—without the help of any other media—**KORL** Honolulu raised $5,000 to send the Hawaii Little League team to Williamsport, Pa. for the Little League World Series. . . . The mail carriers Nationwide Improved Mail Service received a helping hand from **WHK** Cleveland in its efforts to expedite the flow of mail. The station aired announcements—recorded by the city's postmaster Joseph Franz—urging listeners to mail early in the day. . . . In Grand Rapids, Mich., **WOOD** helped police snag a hit-and-run driver. Upon learning of the hit-and-run accident, in which one boy was killed and another seriously injured, the station sent a mobile unit to the scene and within minutes the story was on the air. A short time later, the identity of the driver was learned and the station broadcast a complete description of the fugitive and continued to do so through the night. A local resident picked up a hitch-hiker answering the description and promptly notified the state police, who in turn apprehended the man. The state police gave credit to WOOD for the quick capture of the fugitive.

Programing

The extensive scope of public service programing carried on radio stations was brought into focus in a brochure, "Broadcasting in Virginia," recently released by the Virginia Assn. of Broadcasters. Tabulation of questionnaires received from most of the 102 radio and 11 television stations in the state reveals that broadcasting outlets aired more than 303,000 non-commercial announcements in the interest of public service during a six-month period. This was an average of about 11,500 announcements per week. Heading the list of topics covered were highway safety, fire prevention, civil defense, CARE, public schools, and go-to-church announcements.

Something for every one—from housewives to dogs—was the theme of recent public service programing throughout the country. In Hartford, **WINF** initiated a program aimed to an audience that the station feels has been neglected in recent years: children. *The Friendly Forest* is the title of its new series for children. . . . For sufferers of hay fever in the New York City area, **WOR** has reinstituted its daily allergy reports. The reports include interviews with allergy specialists and provide the daily pollen count. In addition, the station is offering to its listeners the booklet, "Asthma, Hay Fever and Other Allergies." . . . **WGMS** Washington is offering a service to one specialized audience that is guaranteed never to buy an advertised product. For the third consecutive year, WGMS broadcast, during one Saturday in August "Dog Days," a program of music and commentary directed at the canine population of Washington. During intermission, James Thurber read an essay about some of his best friends. Among the musical selections heard on the show were: Chopin's *Dog Waltz*, the *Yale Bulldog* song, the bark of Cerberus from Act II of Gluck's *Orfeo and Eurdice*, and Moussorgsky's *Song of the Flea*. . . . Noteworthy public service programs focusing on local and national programs concerned with social and political problems crowded the air across the country. Both **WMCA** New York and **KMPC** Hollywood devoted programs to the problems of juvenile delinquency. When a special committee of the House of Representatives toured some of the slum neighborhoods in New York, WMCA took its microphones along and recorded interviews with gang leaders, parents, youth workers and police officials at the scene. The tapes formed the basis for a special report on youth crime. In Hollywood, KMPC presented a special report, *Gang Warfare in a Big City—Why?* Three months of research were poured into the program, which featured recorded interviews from youths in slums, alleys, back streets, pool halls and jails. . . . In Boston, **WBZ** ran a two-part documentary analysis of how America's image is viewed in foreign lands. The program, *How Others See Us*, featured interviews from American and European government officials, European citizens, literary figures, and American military personnel stationed overseas. According to the station, digging up material for the program took three months, 15,000

Continued on page 50

KFAL RADIO

FULTON, MISSOURI

DOMINANT FARM RADIO SERVICE

16 hours of farm radio a week . . . Interesting, pertinent and factual information and programming for farmers.

"Smack in The Middle" of the Crossroads of the Nation! Dominating a vast moving audience, travelers, and vacationers going everywhere all year long . . . On U.S. 40, and U.S. 50—both transcontinental highways, and on U.S. 54 Chicago to the Southwest. From Border to Border in Missouri, KFAL RADIO reaches the great auto-radio, and portable-radio audience, with news, information and entertainment. Are you represented here?

Represented by John E. Pearson Co.

KFAL RADIO Tel: MIdway 2-3341
Fulton, Missouri
900 Kilocycles 1000 Watts

RADIO FOCUS/PEOPLE

CAKE-CUTTERS *at first anniversary party of KGBS L.A. included, 2nd from l to r, L.A. Councilman H. A. Henry; George B. Storer, Jr., pres., Storer Bdstng.; Wendell B. Campbell, v.p., mng. dir., KGBS hosts to 750 guests.*

NEW NATIONAL *representation contract signers are, l to r, Thomas B. Campbell, pres., Advertising Time Sales (formerly Branham); Clyde W. Rembert, pres., KRLD AM-TV Dallas; Jack Thompson, v.p. of the new rep. firm.*

PUBLIC SERVICE *award goes to Jack Fiedler, g.m., KTSA San Antonio, for his report on the Army from Col. E. R. Mason, 4th Army public information man.*

SUMMER BLOOMS *in the beauty contest tree are three finalists from Miss Washington contest sponsored by WWDC. Shown with Star Danny Kaye: Daye Atkinson, Terez Bogdany and Elaine M. Downs.*

WHITE HOUSE *birthday letter went to 73-year-old Meteorologist E. B. Rideout of WEEI Boston, who began weather forecasting on the station in 1925. He's been credited with many firsts, and successful predictions.*

RADIO FOCUS/people

Agencies

Two shifts announced at **BBDO: Bobb Chaney**, v.p. in charge of the agency's Minneapolis office since 1955, moves to New York as head of the agency's new business operations. **Henry W. See**, v.p. and account group head at the New York office, heads for Minneapolis to take over Chaney's old spot. . . . **Louis Hallenstein** joins **Olian and Bronner, Inc.**, Chicago, as a copywriter on the Beltone account. . . . Two announcements from **Compton Advertising, Inc.**, New York: **Samuel M. Sutter** moves from **McCann-Erickson**, where he was a v.p. and associate creative director, to the position of v.p. and creative director at Compton. **Paul Slater**, manager of the creative department at Compton, named a v.p. . . . **Edward Tabibian**, marketing director of **Frank B. Sawdon, Inc.**, New York, named v.p. in charge of marketing and merchandising.

Elliott Johnson joins **Olian & Bronner, Inc.**, Chicago, as head of the agency's sales forecasting division of the marketing and research department. Johnson formerly was supervisor of media research of **McCann-Erickson**, Chicago. . . . **John W. Herdegen** elected a v.p. of **Geyer, Morey, Madden & Ballard, Inc.**, New York. Herdegen is a member of the agency's special department devoted to experimental creative research and development. . . . **Nancy Schutz** moves over from **Knox Reeves Advertising** to join **Kenyon & Eckhardt, Inc.**, New York, as a copywriter. . . . **Weston Elliot** appointed an account executive in the radio-tv department of **Needham, Louis and Brorby's** Chicago office. Elliot previously was with **Lennen & Newell** and CBS Television, both in Hollywood.

Two additions to **Kenyon & Eckhardt's** Los Angeles office: **James F. Thurman** moves from Max Factor & Co. to become an account executive at the agency. **Janet M. Carlson**, formerly with **Malcolm Steinlauf, Inc.**, Los Angeles, moves in as a copywriter. . . . **Miss Terry M. Falgiatorre** joins the radio-television department of **Wermen and Schorr, Inc.**, Philadelphia, as a timebuyer. . . . **Thomas A. Casey** named v.p. and director of the marketing department at **Needham, Louis and Brorby, Inc.** . . . **Richard J. Maylander** transfers from **Benton & Bowles** to join **BBDO** as an account executive in charge of new products for the Pepsi-Cola Co. . . . **George Oswald** elected to the executive committee of **Geyer, Morey, Madden & Ballard, Inc.** Oswald, a senior v.p., is responsible for coordinating the agency's five regional offices. . . . **Victor L. Olesen**, previously with **Campbell-Ewald**, moves over to the Detroit office of **Kenyon & Eckhardt** as a copywriter. . . . **Lawrence S. Reynolds, Frank P. McDonald**, and **Peter T. McLean** appointed broadcast buyers in the media department at **Doherty, Clifford, Steers & Shenfield, Inc.** . . . **Harry B. Cohen, Sr.**, chairman of the board of **Cohen & Aleshire** moved over to **Donahue & Coe, Inc.**, along with the majority of the C & A accounts and 19 of its personnel, including **Ed Aleshire, Frank Brady** and **Harry B. Cohen, Jr.** . . . **Ralph Homrig**, formerly manager of marketing services at **Thomas J. Hubert Adveritsing**, Cudahy, Wis., opened his own agency, **Ralph Homrig Advertising**, in Milwaukee.

Representatives

Irwin W. Unger, previously associated with the Chicago office of **Headley-Reed**, takes over as director of **Select Station Representatives'** new Chicago office. . . . New executive changes at **Avery-Knodel: Thomas J. White** elected to the post of director of the corporation. White also was elected to the newly created position of senior v.p., along with **Roger O'Sullivan**, former v.p. for radio at the Chicago office. . . . **Wilbur M. Fromm** appointed director of new business and promotion at **NBC Spot Sales** and **Alfred Ordover** named manager of research. . . . **John P. Duffy**, formerly with **George P. Hollingberry Co.**, and **Joseph V. Devlin**, previously with **Dancer-Fitzgerald-Sample, Inc.**, join the New York radio sales staff of **Edward Petry & Co., Inc.** . . . **Robert P. Cronin**, manager of **Broadcast Time Sales'** Chicago office, elected a v.p. . . . **Thomas J. Brown**, former tv sales account executive for **Headley-Reed**, moves over to the radio sales staff of **Avery-Knodel** in New York.

Stations

Two changes at **WTRY** Albany: **John Mounteer** named to the position of program manager and **Al Herskovitz** named to the newly created post of production supervisor. . . . **Sherman C. Hildreth** appointed director of operations for **WRC** and **WRC-FM** Washington. . . . Two changes in the program department at **WNAC** Boston: **Joseph P. Dube**, radio supervisor, promoted to the post of daytime program manager and **Alvin H. Marill**, joins the station as evening program director. . . . **Al Radka** named production coordinator of **KFRE** Fresno. . . . **Victor Williams** promoted to director of sales and marketing and **Ruth N. Just** named director of promotion at **WIL St. Louis**. . . . **Larry Fischer** appointed program director of **KIOA** Des Moines. . . . **Ben Slack** moves to **KTUC** Tucson as a partner and sales manafer. . . . **Bill Adams** promoted to program director at **KOMA** Oklahoma City. . . . **Charles A. La Mason**, assistant director of promotion for **WBAL** Baltimore, moves up to the position of director of advertising and promotion for the station.

John J. Lee joins **WPLM** Plymouth, Mass. as general sales manager. . . . **Gene Nelson** moves over from **WKBW** Buffalo, N.Y. to assume the post of program director at **WSAI** Cincinnati. . . . **Arthur E. Jost** named v.p. and general manager of **WKNY** Kingston, N.Y. Jost previously was with the Radio Advertising Bureau. . . . **E. J. Hahn** appointed commercial manager of **WABJ Adrian, Mich.** . . . Two announcements at **WHYE** Roanoke: **James E. Gearhart** named program director and **Richard S. Brooks** appointed local sales supervisor. . . . **Tom Paris** named general manager of **VIP Radio, Inc.** He will coordinate sales between **WVIP** Mt. Kisco, N.Y. and **WVOX** New Rochelle. **Spencer Denison** succeeds Paris as station manager of WVIP. . . .

Networks

Simon B. Siegel elected executive v.p. of **American Broadcasting-Paramount Theatres, Inc.** Siegel will continue as executive vice president of the **American Broadcasting Co.**, a division of AB-PT. . . . **Orison S. Marden** joins the public affairs department of **CBS News**. ■

the simple facts about business magazine advertising & readership are these

1

In the 20 years since 1940, advertising dollars invested in trade publications have increased from $64,000,000 to almost $600,000,000 annually—a rate of growth second only to television.

2

Readership of business publications, according to McGraw-Hill study, is up sharply since 1950. The reason: Greater demands on the knowledge and ability of business executives who must keep up with the pace and competition of American business.

3

Today a great need exists for alert, courageous, professional business publications in every field —publications that really reach their fields.

4

The top book in the average trade field, according to a widely-quoted McGraw-Hill study, delivers 66% of the executives allied to that trade category. The top three publications deliver 92%. It was noted that an increased-cost-per-qualified reader and a reduced-degree-of-influence accompanied each publication in descending order.

the simple
acts about
SPONSOR
advertising
readership
are these

4

SPONSOR tops its field by a wider margin than the average leader. A survey (not made by SPONSOR) based on the agency-advertiser mailing list of a big national rep showed SPONSOR ahead with 88.7% readership. A recent study of New York ad agency readership conducted by a general ad publication showed that SPONSOR leads the next broadcast book by 27%; and 70% ahead in the "magazine read most" category.

3

SPONSOR's page rate ($625) is about 8% less than the magazine that rates second in most surveys.

2

The busy ad executive is kept fully posted and protected with one broadcast book specializing in the things he wants to know. Its new SPONSOR-WEEK, added to the eight yellow pages, interpretive articles in depth, and informative departments, provide agency/advertiser readers with a complete weekly package.

1

Thus, SPONSOR is the one publication fully keyed to your spot sales objectives. It's the shortest distance between buyer and seller.

SPONSOR

Shortest Distance Between Buyer And Seller

RADIO
WITH A
REASON
SELLS
RICH, RICH
SOUTHERN
NEW ENGLAND
WTIC 50,000 WATTS
HARTFORD 15, CONNECTICUT
Represented Nationally by HENRY I. CHRISTAL Co

DINING
at New York's elegant
MALMAISON
is a delightful experience

MALMAISON
RESTAURANT
10 East 52nd St., New York
LUNCHEON...COCKTAILS...DINNER
At the piano: Jules Kuti, 5 to 11 P.M.
PLaza 1-0845 • Closed Sundays

NAMES & FACES

Norman Kraeft, veteran farm news broadcaster and program director, has been named director of agricultural affairs for the Mutual Broadcasting System. Kraeft, a 20-year man in the broadcast field, moves to his new post after serving as a consultant to George McGovern, special assistant to President Kennedy and director of the Food for Peace program. In his new spot, Kraeft will double as a broadcaster and network executive. He will operate out of Mutual's Washington office to be near the source of most of the major national and international news concerning agriculture. The network set up the post in recognition of the "growing interest in agricultural affairs and in agri-business, in particular." In his new position, Kraeft has originated a new program, *Farm World*.

Philip D'Antoni, former manager of the eastern sales division of the Mutual Network, has been named as the company's general sales manager. D'Antoni, 32, is one of youngest men ever to hold this position for the network. According to Mutual, D'Antoni's promotion is in line with the policy established two years ago of elevating more younger men into the top executive positions.. One of D'Antoni main functions at Mutual has been the creation of special radio network campagns for specific national advertisers, prior to placing them on Mutual's roster. In his three year tenure as chief of the eastern division, he created campaigns that brought Philco Corp., Walker Manufacturing Co. and Denver Chemical Co. to the Mutual system. In addition, D'Antoni was successful at convincing old-time users of radio to return to network advertising.

Edwin R. Rooney, Jr., who was instrumental in bringing many investment firms into radio advertising, has been appointed radio-tv director for L. W. Frohlich and Co., Inc. Rooney was one of the first to sell investment firms on radio and pioneered in the introduction of mutual fund advertising in radio. Several years ago, he instituted a number of business news programs which are still carried by stations throughout the country. Rooney began his advertising career with Doremus and Co. in 1950 and rose to the position of radio-tv director. He joined Ruthrauff and Ryan in 1954 as a producer-director-writer, and subsequently became a broadcast supervisor. Prior to moving to his present firm, Rooney worked for Norman, Craig and Kummel.

Wilmot H. (Bill) Losee has been named president of AM Radio Sales Co. Inc. Losee succeeds Donald H. McGannon, who served as president of the firm since April 1954 and will now take over the post of chairman of the board. Losee, currently general manager of the radio representative firm, opened the New York office of AM Radio Sales in 1951. The company, originally formed to represent four independent stations, now encompasses 13 leading independent outlets in major markets. McGannon credits the leadership of Losee as one of the primary factors in the growth of the company. Losee's experience includes a background in both the broadcasting and the representative fields. He previously worked at WINS, New York, the Branham Co., and the John Budd Co.

James K. Hackett, a former radio announcer, has been appointed vice president in charge of media at Arkwright Advertising Co., Inc. Hackett's experience encompasses both the broadcasting and advertising industries. He began in career as an announcer in the Philadelphia area. In 1953, Hackett joined the Cecil & Presbrey advertising agency as a media trainee and left as an assistant account executive. In September of that year, he moved over to the Frank B. Sawdon agency as radio-tv coordinator on the Robert Hall account. When Arkwright was formed in January 1959, Hackett stepped in the ground floor. Robert Hall moved its account to the new agency and Hackett followed suit. Prior to his new post, he served as media director, and account exec on Comark Plastics.

Donald J. Quinn, director of national sales at RKO General Inc., has been tapped to head the firm's newly-created national sales organization. The new organization replaces the four national representative firms which had served RKO's stations. Quinn is a long time veteran in the station representative field. He was co-partner in the rep firm of McGavren-Quinn Co. and helped develop it from a regional operation into a national organization. After selling his stock to Daren McGavren, Quinn became vice president and general manager for NTA Spot Sales. In March of this year, he joined RKO General. By consolidating the RKO operation, Quinn contends that "our new approach will lead to the development of new and existing applications of broadcast media."

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford (CONNECTICUT) - WPOP
IN Kansas City - KUDL
IN Los Angeles (SPANISH LANGUAGE MARKET) - KALI
IN San Francisco (SAN MATEO) - KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

ONE OF NEW YORK'S FINER HOTELS

On the city's most famous thoroughfare, 5th Avenue in exclusive Washington Square. Spacious single rooms from $10 daily. With air-conditioning from $12-$14. Lavish 2 & 3 room apartments with serving pantries. Television available.

SPECIAL RATES on a monthly basis. Additional substantial savings, on unfurnished and furnished apartments on lease.

Write for descriptive brochure
N. Scheinman, Managing Director

Fifth Avenue Hotel
24 FIFTH AVENUE at 9th STREET

All 3 agree
WING
is the sound that sells
DAYTON

1st
Continuous leadership in every PULSE survey (6 AM-12 M) from October, 1959, through July, 1961, in Average All Day Audience.

1st
Continuous leadership in HOOPER (7 AM-6 PM) from August-September, 1959, through June-July, 1961, in Share of Radio Audience.

1st
Dominance in NIELSEN Station Index (7 AM-6 PM) in Station Total Cumulative Homes and Adult Audience, according to October-November, 1960, report.

REPRESENTED BY
robert e. eastman & co., inc.

WING
Dayton, Ohio

RADIO FOCUS/ideas

Continued from page 43

travel miles and innumerable telephone calls to all parts of the world.

Fm Developments

Stereo continues to be in the forefront of fm news with an increasing number of stations converting to multiplexing. On the east coast, **WQXR-FM** became the first station in the New York City area to air multiplex broadcasts. The station started its stereo broadcasting with a short test that ran from late last month to early this month. The station conducted the experiment in the wee hours of the morning from 1 to 2 a.m., Monday to Friday.

On September 7, the station initiated its first regular multiplex program, *Adventures in Sound,* sponsored by the Fisher Radio Corp. The station announced during the program that it was discontinuing its nine year old stereo broadcasts in favor of multiplexing.

On the west coast, **KPEN-FM** San Francisco became the first station in northern California to make the big switch. On its inaugural program last month, the station provided a demonstration of multiplexing, which featured various types of subject matter, including music, sound effects, and voice. The station is currently broadcasting about 50 hours each week in stereo.

Moving back across country to the southeast, **WSPA-FM** Spartanburg, S.C., says it was the first station in its area to convert. The station began stereophonic broadcasting testing in July and went on the air with complete stereo programing at the beginning of August. Station reports public acceptance of its new musical programing was much greater than anticipated and demands on dealers for stereo adapters and receivers far exceeds the present supply.

WJBR Wilmington, Del., converted to fm stereo on September 1, according to John B. Reynolds Jr. who says his is the first station in the greater Philadelphia area to "provide this new service." WJBR was the first station in the Delaware valley to experiment with stereo in 1958 for FCC studies which preceded the commission's choice of systems. Present tests prelude regular programs. ■

AGENCIES USE RADIO

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Ruegg, commenting on the slotting of each agency view 12 times, said station managers were "unanimously enthusiastic" about scheduling the minutes at a variety of times when they will reach the total accumulated audience. "And this, of course, includes prime times," Ruegg emphasized.

Some of the stations, he explained, are making the same offer to local agencies with a stronger local or regional than national identification. This means the advertising commercials will be on the air much of the coming year, inasmuch as each *national* agency participating has a guaranteed run of 84 announcement times and each *local* of 12.

Alfred N. Greenberg, manager of promotion services for the owned radio stations, is coordinating the project for Ruegg and thinks by the end of this month that about two-thirds of all the invited agency executives will have responded in the affirmative.

At presstime, the only agency "commercial" which had been produced in dramatic form with sound effects and more than one voice was that submitted by Compton Advertising, New York, the full script of which appears on the opening page of this story.

Typical of the other "returns" from agencies are these from N. W. Ayer, Philadelphia, and J. M. Mathes, New York.

Editorial spoken by Warner S. Shelly, president of N. W. Ayer & Son, Philadelphia.

Have you ever considered that the advertisements you read and the commercials you hear have a direct bearing on your own job? Of course you have if you perform a service or sell a product that has to be brought to the attention of the buying public. But in a complex society like ours nearly all of our jobs are dependent on the health of the general economy. Think of how that economic health would suffer if there were no advertising! Thousands of stores would cancel orders with their wholesalers, through lack of buyers.

This would carry back to manufacturers, and all the people who supply them. Workers would be laid

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NETWORK PUBLIC SERVICE

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growing interest in discussion programs and its demand for actualities and in-depth coverage—public affairs interest will continue to grow. However, there is one thing more that deserves mention because I feel that public affairs programing will grow in a new area. You know, public service has had a bad connotation to some people. It used to mean something that was being pushed at people because it was good for them. The tendency on the part of the public was to resist public service programing for this reason.

In 1960, ABC tried something new. We presented a segmented program called *Flair,* which is more popular today than ever. Well, whether people realized this or not, *Flair* is a public service program. The program includes information from foreign correspondents, advice from psychologists and doctors, discussions by experts in practically every field imaginable. What is the difference between this show and others previously labeled "public service?"

We wrapped *Flair* in an entertainment format that consists of comedy and music as well as "public service." It is in this manner that I think public service programing will continue to expand. The public service programs of the future will be dressed in entertaining, as well as informative, attire. And people will stop thinking of public service as a "listen because it's good for you"-type program and start enjoying it.

THE VIEWS OF:
Arthur Hull Hayes
President,
CBS Radio Network

One of the central facts of life in broadcasting today—one which will greatly influence the pattern of radio to come—is the rising educational level and increasing news-awareness of the audience.

There are more high school and college graduates per thousand Americans now than ever before in history, and the proportion will continue to grow. As a result of this broadening educational base, and of the widespread public understanding that what happens around the world affects us here, the desire to know has never been stronger. Just

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RADIO IN THE PUBLIC INTEREST: 1961

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WBNR Beacon, N. Y., close to the controversial city of Newsburgh, joined Mutual Broadcasting System in producing a documentary for country-wide broadcast. The troubled West 84th St. slum area in New York City, which also gained nationwide attention recently, got a hand toward rehabilitation by WWRL Woodside (New York) and a number of civic organizations.

WVOX New Rochelle, N. Y., feeling its public school system was getting the wrong kind of national attention in a segregation issue, has begun a weekly *Citizens of Tomorrow* series where teachers, parents and children have a chance to participate. KOIL and KICN-FM Omaha have devoted five sportscasts daily all during the past summer to the Parks and Recreation departments, keeping parents and youngsters informed on playground activities.

How to tap the pulse of the local community? WOWO Ft. Wayne has a distinctive answer, outlined by Hilda Woehrmeyer, public relations manager.

"An excellent source of information on community needs and interests is the station staff itself. All station personnel are required to participate in community affairs on a personal as well as a corporate basis. This participation exposes the station, through its staff, to a broad section of community attitudes and activities and thus puts it in an even better position of judging community needs and interests. All station personnel are equipped to make personal appearances before groups such as civic clubs, women's organizations, and at least 20 such group appearances were made each month in 1960."

What does it all mean? In results? In acceptance? In community benefit?

In the case of the before-mentioned WAOK Atlanta political rally, it resulted in a controversy between Baptist ministers, the press and various other groups for the reason that the rally was scheduled on a Sunday. At this writing, the rally is slated for a Saturday, but the rumpus proved that radio is not going un-noticed in its new role.

WIL St. Louis turned up 3,500 volunteers from its radio audience for the Danny Thomas fund-raising drive for leukemia-stricken children and St. Jude's Hospital.

More than 11,000 persons in Providence, R. I., received polio shots as a result of a one-day polio clinic on the air originated by WJAR Providence. A decrease in auto fatalities in Tennessee was instrumental in the Sloan award to WLAC Nashville for its daily accident reports and safety drive. A single newscast of an auto accident recently earned KNUZ Houston the top news award of the Texas Associated Press Broadcasters Association.

In Muskegon, Mich., WKBZ recently broadcast an air appeal to raise 40 pints of blood for a woman heart patient in need of an emergency operation (the broadcast was in the morning; the area's only newspaper—an afternoon edition—was unable to help), came up with pledged donations of 83 pints.

WKRC Cincinnati, as a public service feature, broadcast the hour-and-twenty-minute speech "Brainwashing" (an expose of Communist techniques) by U. S. Army Major William E. Mayer on three successive nights without commercial interruption, repeated it a fourth time ten nights later. To fill the tremendous public response, Taft Broadcasting mailed more than 25,000 printed copies of the address to requestees, supplied tapes of the program to many other radio stations. A Cincinnati columnist called it, "a public service block-buster."

Said Stanley S. Hubbard, v.p. of KSTP St. Paul, in his answer to the U. S. RADIO survey, "To us, attitude is the key to a well-balanced radio station that is not only legally, but morally, obligated to provide a voice of the community."

Typical gains in public service programing are reported by Don Stellges, program manager of KEX Portland, who says news, agriculture and panel shows have increased in the past year.

Community spirit is an infectious thing. Advertisers are growing more aware of it and of radio's new stature. Recently read into the *Congres-*

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one of many evidences of this: for some time now, news programs have been attracting the largest nationwide audiences in radio.

For the future, we at CBS Radio see, first, a trend toward longer hourly news. CBS Radio was the first network to present 10-minute news on the hour, beginning in late 1960. Various individual stations, too, presenting 10- and 15-minute news, have experienced a distinctly favorable audience response. In our opinion, the old formula of quick headlines is on its way out; increasingly, news formats will reflect the inherent complexity of national and world events by increasing in length.

A second (and corollary) trend is toward more programs supplementing the news: informational broadcasts, editorials, news analysis. In November 1960, the CBS Radio network introduced the *Dimension* series of five-minute programs, encompassing a wide range of information subjects. These programs now comprise 47 different broadcasts throughout the week.

In broadcast editorials, it is of interest to note that the seven CBS owned radio stations presented 139 editorials on matters of community concern in the first half of 1961, as compared with 84 editorials in the comparable 1960 period. And our stations are by no means alone in this endeavor.

Finally, we see a trend toward increased presentation of "actuality" broadcasts. For example, there was the exclusive CBS Radio network pickup of the entire Khrushchev press conference "live," in Paris last year, and more recently, our coverage—as it happened—of the attempted hijacking of a jet plane in El Paso.

To conclude, we see for the future an era of thoughtful and vigorous new exploration by broadcasters of the program areas in which radio makes its greatest contribution, helping to bring that well-informed electorate on which the success of the democratic idea fundamentally depends.

THE VIEWS OF:
Robert Hurleigh
President,
Mutual Broadcasting System

We regularly program 108 hours and 20 minutes annually of public service programing in a week-night strip of five 25-minute features. In addition, we consider our *The World Today* and *Capital Assignment* programs as public interest, too. These also are 25 minutes long and are aired five nights weekly for 52 weeks. These three strips therefore give us a total of 325 hours a year.

Last year, in addition to these regulars, we had a 24-week, 50-minute special concert series for a yearly total of 20 hours; *The Great Debates* for four hours; 20 special 25-minute pre-convention and pre-selection broadcasts for still another eight hours and 20 minutes; 120 hours of convention broadcasting and 21½ hours of straight election coverage in November.

These give a total of an additional 173 hours and 50 minutes of public interest and/or public service programing on a scheduled basis.

However, a quick estimate of weekly specials—coincident with an election year, Congressional hearings, U. N. general assembly sessions, visits by Nikita Khrushchev and other events—during 1960 gives Mutual another seven hours weekly of irregularly scheduled special pick-ups from Washington as well as overseas points and United Nations headquarters in New York, which add another 350 hours to the log.

The Mutual total therefore for 1960 stands at 848 hours out of a total possible program schedule of 18 hours for 365 days of 6,552 hours. This, roughly, is slightly in excess of 13% of our over-all broadcast schedule for the year.

However, this does not include special inserts in our five-minute newscasts, overseas pick-ups, Presidential addresses ranging from 15 to 45 minutes or other programing varieties inserted in 36 daily five-minute news periods. If we average these out at 30 seconds each for 36 aired daily, we find ourselves with an additional daily total of 36 minutes per day or a total of 202 more hours per year.

All of these program factors combined add up to 1,050 hours yearly of 17% of the entire schedule.

In addition to this we present *Reporter's Roundup* on Sundays, a 25-minute news-making program also aired on a 52 week basis.

THE VIEWS OF:
William K. McDaniel
Executive Vice President,
NBC Radio Network

A growing awareness of the times and a desire to meet the changes brought about by the metamorphosis of network radio has been the prime consideration of network executives in bringing informational public affairs programing to the forefront.

NBC Radio, aware of its responsibilities to the public along with nearly 200 affiliated stations, has been changing its program structure to fit this rapid evolution. This can best be illustrated by pointing out that NBC Radio is currently devoting over 30 per cent of its program schedule to news, informational, cultural and educational programing. NBC Radio has placed an especially heavy emphasis on news in recent years.

Six years ago NBC Radio introduced its revolutionary weekend program—*Monitor*. Two years later —in January, 1957—NBC Radio shifted its week-day programing concept to news, beginning the industry's first series of network news programs, on the hour, 17 hours a day. The full facilities of NBC's news corps of 50 full-time correspondents here and abroad, plus nearly 400 part-time reporters around the globe, were marshalled for this unprecedented project which today is the anchor of our network radio operations.

A little more than a year and a half ago—in January of 1960—NBC Radio added a companion program to *News on the Hour*—a five-minute essay-type program utilizing all members of the news broadcast staff, and presented eight times daily Monday through Friday. This is *Emphasis*. *Emphasis* varies from off-beat observations on the life and times of an American newsman overseas, to commentaries on the most urgent news events.

NBC Radio during 1960 devoted

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28 per cent of its program schedule to public interest and public service programing. Of the nearly 3,500 hours programed, over 961 hours were in the public service—public interest category. And during the first half of 1961, of the nearly 1,500 hours fed affiliates, approximately 428 hours, or 30 per cent, of our total programing was of a public interest or public service nature. And these figures do not include such programs as *News on the Hour* or *Monitor*. Many of these programs could easily be classified within this area.

Through such programs, it is our feeling that network radio as a communications medium has now progressed to the point where it has given the American people an unparalleled opportunity to become intimately familiar with the character of almost all the leading personalities of our day; with the events that are shaping our futures; and with issues that engage us all. ■

PUBLIC INTEREST: 1961

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sional Record by North Carolina's Rep. L. H. Fountain was a tribute to a Kingston, N. C., advertiser, Hoyt Minges, who owns the Pepsi-Cola Bottling Co. there. Minges sponsors a four-hour block of evening time every night on WFTC, programs only better music, and has given the station instructions to preempt any of his commercials for public service. By now the program has become not only a vehicle for good music but also a seminar for local events discussions, school functions and charitable drives.

"I understand the response has been tremendous," said Congressman Fountain. "Too often in our times we are inclined to overlook some of the less obvious ways of telling the public about one's product and services. I am certain that Mr. Minges has established not only himself, but Pepsi-Cola too, as true patrons of the arts, and our country can certainly use a few more patrons of the arts." ■

AGENCIES USE RADIO

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off at a time when the cost of most things they buy was increasing, simply because there couldn't be the mass production that keeps prices low. It would be a lucky person indeed who would not be severely affected. So your job may depend on advertising after all. And so may the future growth of our nation.

Here are some of the agency executives who are cooperating, with excerpts from their reactions to the initial CBS suggestion for such an air campaign.

Donahue & Coe, New York: Walter Weir, chairman, executive committee ". . . wonderful idea to let the agencies do something to help clarify the public's conception of advertising . . . I think your move an extremely intelligent one which should profit CBS Radio and advertising in general."

Leo Burnett Co., Chicago: Leo Burnett, board chairman. "It is obviously a constructive and a generous offer."

Compton Advertising, New York: Barton A. Cummings, president. ". . . thank you for the program which you have undertaken to present the true and basic values of advertising in building and maintaining the economy of this country."

One agency, Meldrum & Fewsmith, Cleveland, through its tv, radio and film v.p., Bruce Stauderman, suggested a radio variation of the city's "Cleveland Plan" in print, in which newspapers scheduled free insertions in which readers were asked to comment on advertising which they found objectionable and why.

Stauderman asked CBS to cooperate in letting him solicit similar comments from radio audiences to his announcement in all seven cities, and the network has agreed.

Stauderman's theory: "We can carry this commercial far beyond the usual platitudinous statements that so many people tend to make in defense of the subject" of advertising. He has arranged for each CBS station to forward mail to Cleveland, where the local Better Business Bureau will tabulate the mail and send individual complaints to "the proper parties." ■

THE MEANING OF TODAY'S NEWS...

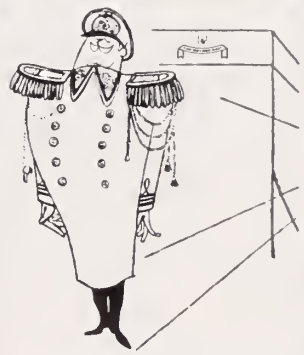
"GLOBECASTS"—by the newsmen of BROADCAST EDITORIAL REPORTS, INC. who are known 'round the world now are heard throughout the entire world over metromedia's WRUL, International Short Wave key station of the WORLD WIDE BROADCASTING SYSTEM.

These same "GLOBECASTS" are available in the United States on an exclusive basis—a new service to your audience, a new dimension to your station's news and public service image.

For full information — contact A. Maxwell Hage, President of B-E-R's newly-formed affiliated organization:

Broadcast Global Reports, Inc.
World Press Center—54 West 40th St.
New York 18, N. Y.
Tel.: LOngacre 3-3942

. . . PUBLIC SERVICE WITH PROFIT



INTRODUCING THE NEW
DRYDEN-EAST
HOTEL
39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single $15 to $22 Suites to $60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

MARC HANAN

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The hospital discharged Hanan and he returned to El Centro with a breathing apparatus and a wheelchair. He managed to participate in part-time work with a telephone and a typewriter.

But it was at that point—soon after his arrival back home—that he "was just about ready to toss in the towel." But, Hanan recalled that "the unswerving faith of my wife Mozelle and Mr. Gibson made me decide that everyone is handicapped in one way or another. My being in a wheelchair was just one of many possible forms of handicap. I still had my hands and my brain, so I decided to put them to work."

Today, Hanan at 32 is once again on the threshold of a promising career in broadcasting. Since 1959, when KXO was sold to new owners, Hanan has been working as general manager of the station.

"I spend a full day working, all morning at the station and afternoons from my home," he explained. "My staff is loyal and happy and the station is making a profit."

Now, Hanan is ready to buy the station again. Looking back on the last six years, Hanan claims that the attack of polio has not hampered him to a great extent. For evidence he points to the facts that "my stature in the community has increased, my income has increased, my investments have increased, and certainly, my happiness and gratitude for being able to compete in a tough business in a wonderful industry grows every day."

But most of all, Hanan points with pride to his growing family. He is the father of three children—aged 5½, 3½, and 1½—with a fourth on the way.

Hanan believes in being completely honest with his children about his handicap. "When my children ask 'Why can't daddy walk?', we don't hem and haw around. We explain exactly why.

"Consequently, when my children hear this word from others about me, it means no more to them than if the person had mentioned I had a sore throat. They clamor to get the choice seat for a free ride on my lap, and my wife tells me they worship me. This alone is enough." ■

SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

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the station for acceptance, then to the agency as confirmation. The agency then gives final acceptance and authorization before transmitting the signed form to BCH. Then BCH takes over.

2. A *prima facie* bill is sent to the agency on the 20th day of each broadcast month showing a complete estimate of each client's campaign with all stations itemized and sub-totaled.

3. A *station bill* is sent to each station participating in the campaign at the same time the prima facie bill is sent to the agency. The station notarizes the form, notes any changes in the schedule run if different from the order and returns it to BCH. When the form is received at BCH, a check is sent to the station for the broadcast month.

4. An *adjusted bill,* based on the adjustments between time ordered and time delivered as notarized by the station, is sent to the agency on the 10th of the month following broadcast. This is the final bill. The agency issues one check to BCH for each client campaign.

5. The *representative's statement,* an adjusted and final billing synopsis of all national spot for each station for the preceding broadcast month, is sent to the rep on the 10th. Accompanying the statement is a check for the representative's commission.

BCH believes that this plan will speed up the flow of payments and collections and provide better safeguards of performance. To insure performance the firm will maintain a continuing field audit of its member stations by bonded auditors. They will examine the broadcast logs that the station submits to the FCC and check them against bills received by BCH. Whenever warranted, BCH says it will immediately make adjustments to agencies.

The BCH plan has met with unlimited enthusiasm among most reps, who for years have wrestled with the problem of untangling spot billing in order to loosen up more dollars for radio from ad agencies. This is what they report in conversations with U. S. RADIO editors.

Agency people, too, have expressed great interest in the proposals, although some are holding their final opinion in reserve until such details as make-good provisions and rate variations are more thoroughly outlined to them.

Both agencies and reps, though very much in favor of the concept of centralized spot billing, are holding up final approval of any specific plans until "we know more about how much it will cost us."

Costing for any such automated process is complex. BCH, which in its initial presentation discussed theory and processing details — not cost — is expected to announce its rates before the end of the year.

"At the present time," predicts Mehlig, "we are thinking in terms of sharing the fee between the agency, representative and station on a 25-25-50 percent breakdown, respectively. How the total actual fee will be determined is still under discussion."

At least one representative firm has indicated that when the fee system is announced it will probably subscribe. James O'Grady, executive vice president, Adam Young Inc., has stated that "We have seen the BCH presentation and were quite impressed with it. It is our intention to subscribe if the cost is in line."

O'Grady pointed out that he didn't believe it would decrease the rep firm's accounting costs to turn everything over to BCH on a fee basis. "However," he said, "cutting our own costs is not our prime interest. The greatest benefit is increased efficiency and economy for an advertising agency, which will then feel that national spot radio is a more worthwhile buy. When this happens, both the representative and the station stand to gain in the long run."

At Edward Petry & Co., reaction has been favorable but, according to Ben Holmes, vice president for eastern radio sales, "the method is still to be studied. We approve of the whole idea, and we are satisfied from our initial query about the financial arrangements BCH has made with the Bank of America."

Holmes raises the question of "security"—whether records could

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NEWS: STILL NO. 1 IN PUBLIC SERVICE

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competition in a nation where newspaper monopoly exists in all but a small number of cities, where there are twice as many radio stations as daily newspapers.

Changes in the nature of the news reported reflect changes in all news media today, a stepped-up coverage of space age news and international news. Both give radio great opportunities.

Voice reports from overseas are many hours ahead of the first photographic matter reaching tv or newspapers. Many space stories are perfect for radio and unwieldly for television. Witness the astronaut flights which radio would follow with reports from various spots at Cape Canaveral, the aircraft carrier at sea and the Grand Bahama island. Television had its best moment showing the blast-off but after that was hard-pressed to illustrate what was basically radio's story.

There are many radio stations today interested in serious news efforts but so frequently a change in ownership or top management results in the dumping of existing news setups or in drastic change, that a scientific examination of how many stations are doing what is hard to come by. The best index of the growth of serious news operations is found in the expansion of the Radio Television News Directors Assn. from just a few dozen members to about 700 today.

An NAB survey comparing the years 1953 and 1960 showed little change in the amount of time devoted to locally prepared newscasts but twice as much or more of network news on radio.

Some 84% of station managers said they found news more important in 1960 than it was five years earlier, but in 43% of small stations, 34% of medium-size stations and one out of five large stations, there was no single person responsible for news alone. The responsibility went to announcers or others on the staff.

U.S. RADIO asks what advice one might give management concerning news.

Here in Kentucky, as elsewhere, the folklore is full of witticisms about free advice being worth just that. Obviously a person interested in the growing importance of electronic journalism would urge management to develop a meaningful, local news operation, be it centered around a single, good man in a small town or many good newsmen in a large city.

No other contribution could be more meaningful in the public interest, convenience and necessity that a licensee pledges to uphold.

A good news operation, no matter how modest in size or budgets, means more to a good radio station than simple fulfillment of public obligations. It enhances the image of the station, gives it a stature that spreads to other aspects of the broadcaster's schedule and makes it truly a party of the local community.

For those who want to broaden their impact, there is great potential in the fields of editorializing and documentaries once the foundation of a good news operation is set.

Radio news has an important function in our time. No matter how much the detractors from without and the distractors within broadcasting do damage to its reputation, radio news remains an exciting and illuminating form of communication. Its limitations are fewer and its possibilities greater than almost any other news media today.

Democracy needs station managers willing to invest in creative news coverage. A better informed citizenry is a certain result. Failure to make the investment can only result in radio forfeiting its greatest potential. ■

WINF

SERVING THE GREATER HARTFORD AREA WITH 1000 WATTS CBS

CALL

WALKER RAWALT CO.

FALL RADIO BOOM

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ter for a radio boom beginning in the fall quarter. How much the medium will benefit depends much on radio itself . . . the ways in which radio salesmen and the industry at large move to pick up increased business.

Patterns of radio buying in the current season indicate that the more convincing votes for radio and the more creative agency use of the medium comes largerly from buying centers other than New York. Agencies in Chicago, Detroit, St. Louis, San Francisco, Los Angeles and Dallas have come up with important radio campaigns, while New York agencies have contributed their regular schedules for radio standbys with little deviation.

Larry Webb, president of Station Representatives Association, New York, believes that "Chicago buyers, especially, are much more sophisticated about the use of the medium. This shows up in any study of where radio is purchased. Chicago has shown a larger increase in billings than New York." He believes that buyers there are more able to judge radio's results because of strong regional success with farm radio. Furthermore, buyers distant from New York are less susceptible to the drama and trauma of television than New York buyers who live at the functional center of the tv industry.

SRA is taking steps to build up promotion in other cities. In Detroit a chapter of SRA was opened recently and is currently working on radio-selling ideas for that market.

Detroit news is good

Detroit's SRA president is Charles D. Fritz, manager of the John Blair & Co. organization there. He reported two weeks ago that conditions in Detroit were pretty much "touch and go" pending settlement of a new United Auto Workers contract. Previous to settlement, according to Fritz, "some advertisers intended to keep their radio intact regardless of a strike, because they feel their cars still have to be announced. One automative was all set to release schedules pending bargaining results. Still others planned to inject a strike clause in radio contracts."

Fritz commented, too, that Chev-

AUTOS, FOODS LEAD FALL RADIO BOOM

Continued from preceding page

rolet and Dodge (of those buying in Detroit) have unquestionably been best tuned to the vital role spot radio can play and are the two biggest investors. Representative are hopeful that Chevrolet sales go well enough to reinstate the extensive spot schedules cancelled at the end of March. Such a move by Chevrolet, combined with BBDO Detroit's traditional use of radio's flexibility for Dodge, "may produce action if the market moves fast," says Fritz.

An indication of Buick's intentions for 1962 models and how they coincide with radio's reach can be noted in a statement by Gerald Millar, Buick ad manager. "We are going after the young age group," he says, "where the performance of our '62s will have great appeal."

Although Millar does not draw an analogy, representatives do. They think Buick will "turn to radio to best reach young householders on the move."

The significant trend developing in Detroit, according to close observers, is the tendency to use radio 'round the year instead of just at announcement time. The trend seems to have been sparked by the increased awareness of the marketing opportunities offered by out-of-home listening, especially by parts and accessories producers (Guardian Maintenance, Delco, AC Spark Plug, Dowgard, Harrison Radiator).

Says one rep of Detroit agencies: "As Detroit ad men invest more each year they acquire more knowledge of the medium's best use. Detroit has several strong exponents of radio who will introduce several totally new concepts to automotive radio in the early '60s."

A trend toward radio use for consumer accounts originating from nominally auto agencies is reported by Glenn Gilbert, manager of AM Radio Sales Co.'s Detroit office. "We have found great interest on the part of automotive agencies in behalf of consumer accounts such as packaged food products. Appreciation of spot radio is generally on the upturn, included more and more as a primary medium. Agencies and advertisers now recognize separate audiences delivered by stations."

Agencies are also showing more interest in news-in-depth programing and sports coverage, he observes. "All indications point to a very healthy year for spot radio in the midwest, with the special footnote that there is a trend among the major automotives away from the highly seasonal once-a-year introductry campaign."

In New York, at least two campaigns for 1962 are in the works at Better Broadcast Bureau Inc. Clifford Barborka, president, indicates that "cereal manufacturers are takink a close look at spot radio for 1962 based on entirely new market research. A major pharmacuetical house is planning, through special radio programing, a campaign based upon a new spot announcement concept." He explains that the new concept applies not so much to the number of announcements, but more to a "program" announcement concept.

At Radio Advertising Bureau, New York, Kevin B. Sweeney, president, expects that both "spot and network radio business will run ahead of 1960 during the fall of 1961 and will be even stronger in the winter and spring of 1962."

Sweeney believes that there is "substantially more interest among large advertisers in radio for campaigns running above $1 million than there has been in the past five years. This is new and significant."

Sweeney asserts that advertisers are especially responsive to arguments for radio, especially in these areas:

1) the "on target" principle of selecting the right audience for individual products from radio mass audience (RAB estimate: 97% of all families);

2) the comparisons of radio and television for spring, summer and fall that show how close in total coverage of adults these two broadcast media are.

Spot radio pick-up, too, is noted from SRA-released figures for estimated billings for the first six months of 1961.

In the second quarter spot radio advanced gross national billings by nearly $10 million above the figures for the first quarter.

Fall business, as always, is on the move for radio. But according to U. S. RADIO sources, the fall of 1961 bears an important turn in the road for many days to come. ■

D. P. Brother & Co., Detroit, is responsible for much automotive money in radio this fall for Oldsmobile, AC Spark Plug, Guardian Maintenance, Harrison Radiator. John J. Walsh is chief timebuyer.

SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

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be held in confidence indefinitely. He remarked, however, that he had found "security is not a problem. Call letters are to be coded and the records are, of course, in the hands of the Bank of America, which would hold them as confidential."

Representatives have actively pursued standardized billing for many years. The Station Representatives Assoc. in 1954 developed an idea for central clearing but could not put the plan into action because there was no data processing equipment large enough to tackle the job nationally.

SRA, according to its managing director, Larry Webb, has officially endorsed the concept of a central clearing house since seeing the BCH presentation, but as an industry organization it is unable to support any single, private group.

Two rep firms have for many years used their own centralized billing systems, which each adapted from the systems used by newspaper representatives.

Sam Jones, assistant treasurer, The Katz Agency Inc., explains that his firm collects and bills for the stations it represents. Although most reps allow station sales to be billed direct, he explains that Katz has found its method extremely efficient and accurate. Katz does all billing by hand because it finds it simpler.

Another rep firm, Advertising Time Sales Inc., newly formed broadcast division of The Branham Co., operates a completely centralized billing service for its stations.

"Our system is only partly automated," says Thomas Campbell, president, "because electronic computers adaptable to our volume have not been devised to lick the billing problems. All our stations send bills and affidavits to our Chicago office. We forward them to agencies and then pay the station. The BCH plan is a good move, but there will probably be some difficulty with rate patterns."

Although station broadcasters have as yet received no formal presentation from BCH (they will before the year ends), many are familiar with the plan and are reacting favorably. A large market station recently told its representative that it was ready to "sign up immediately."

In a query of broadcasting group headquarters in New York, it was learned from several sources that there is considerable interest of a practical rather than merely theoretical character.

Donald H. McGannon, president, Westinghouse Broadcasting Co., had this to say:

"We have been and are willing to support the basic concept of a central clearing house for spot billing, but find that it has not yet attracted broad interest in the industry.

"It makes sense if the net effect of its operation will be to reduce the paper work and administration with which the agency and/or advertiser is confronted in spot buying. The clearing house idea and any other ideas that will facilitate the spot buying process for the advertiser must be aggressively pursued by the broadcaster if he intends to figure prominently in future buying patterns."

At Corinthian Broadcasting Corp., Charles G. Tower, administrative vice president, commented: "We are for anything that will make for more efficient broadcasting—if we are satisfied that these objectives are met." He pointed out that the reps already participating in central billing for their stations had found the system successful.

The fact that many advertising agencies feel that their smoothest billing relations occur with stations whose reps now operate a central service would indicate a general preference for such a system. However, these reps do not charge agencies a fee for this service.

It evolves that most agencies are openly in favor of a plan that will help cut down their paperwork overhead. But at the same time, they question whether the savings would justify the fee payable to a central clearing house.

Inherent, however, in this argument are two unknowns: (1) the BCH fee which will be announced later and (2) the actual cost involved in excessive paperwork to agencies.

Most agencies, U.S. RADIO learned in its survey, have no accurate appraisal of how much billing procedures *should* cost as against what they *do* cost. Unless agencies take the planning and execution time to learn this, they'll have no way of knowing just how much subscription to a central clearing agency might save them. Mehlig and his associates are convinced the time-and-money saving would be "enormous."

Approximately 70 members of the Agency Financial Management Group heard a presentation by BCH during one of their regular luncheon meetings in June. According to Barrett R. Tanner, AAFMG secretary, reaction to the proposals presented was "mixed."

Shelby Page, vice president and treasurer, Ogilvy, Benson & Mather Inc., and president of AAFMG, says he is in favor of such a plan if it would produce "better, cleaner bills. One bill is fine. But the major benefit of such a plan is to the representatives and stations. It wouldn't decrease the work load of the agency that much. And for that reason we wouldn't want to pay much money."

He says that standardized, centralized billing, to the best of his knowledge, does not solve the agency problem. Page describes this problem by pointing out that "the system will be standardized, yes, but

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106.7 fm

WDTM

1st

in

Public Service

DETROIT

"first with Stereo in Michigan"

NATIONWIDE RADIO

Continued from page 39

circulation magazines and passed out window streamers, bumper strips, direct mail letters, promotional discs, and book matches to all its agents. Television also was used in 17 areas that contained a high ratio of agents.

Nationwide, with 6,000 agents in the 29 states, is one of country's largest multi-line insurance companies. Car insurance is only one of the many types of coverage that the company offers.

By 1963, according to Kelley, the company's rate of expansion—which has been rising steadily in the last 10 years—should make it literally a nationwide organization.

Nationwide is not a complete stranger to radio. Two years ago, it sponsored an Edward R. Murrow documentary program, *Hidden Revolution,* which captured a Peabody award, and during its drives into new states about 20 per cent of the advertisering money finds its way into radio.

It has never, however, run a radio campaign that covered as much ground—or air—as the one this summer. What about the future? Will radio continue to play a role in Nationwide advertising?

Hal Graves says the answer is a definite "yes." "Next year radio may well be one of Nationwide's prime carriers."

Although the success of the campaign is subject to the final sales figures, Graves said that "the initial reaction has been surprisingly good."

"The company received a immediate response from both the public and its own field forces. It all points to radio as an effective and efficient selling medium."

Although the advertising plans for the near future are still in the planning stage, Graves believes that this type of campaign could be a "forerunner of what will be used in the future."

Nationwide still will continue to employ various forms of media, but Graves thinks it will move more and more toward the direction of radio.

"Radio has provided us with a dramatic change of pace and it should receive an increasingly larger share of the ad budget in the future," he said. ■

SO YOU WANT TO SURVIVE THE SPOT PAPER JUNGLE!

Continued from page 57

we will still have to check out every spot. OBM would never allow automatic make-goods by a station because sometimes we may want make-goods, other times we may not. On the other hand, we are not interested in an automatic rebate for a missed spot because we may not earn the first bought rate."

McCann-Erickson's assistant controller, Earle Bengsten, approves of the plan as a "step in the right direction." He notes that "at the present time each media section here is dealing with many reps in lining up confirmations of schedules. Everyone has a different style form. By working with standard forms the confirmation serves as billing to the agency and saves considerable time."

One problem that such a system would raise, he says, is: "If you do not have all stations conforming to the practice, you are ridding yourself of only a portion of the problem." Bengsten would also like to know what such a system would cost the agency.

William G. Carmody, secretary and assistant treasurer, Geyer, Morey, Madden & Ballard Inc., an agency that has pioneered with the "sight draft" system of paying stations, calls the BCH proposals "very good. They seem to be very complete. The advantages to our agency would be 1) standardization of forms, 2) speeding up of payments and 3) getting detailed paper work out of the shop."

Disadvantages to the agency, he says, would be that the system would be costly if there were frequent schedule changes, as well as the problem of arranging make-goods.

Foote, Cone & Belding Inc.'s Ed Barz, coordinator of media services, says that the idea sounds like a good, practical one "if it really works." He thinks it might save everyone money and is anxious to know what stations and reps think of the plan.

Jack Boyd, manager of data processing for Benton & Bowles Inc., thinks the plan is an "ideal, logical approach" to a problem common to the industry.

Another agency that is not sure central billing would do much to solve agency paperwork is Ted Bates & Co. "We benefit from anything, naturally, that improves things on the other side of the fence, but we will still have to follow up rebates and adjustments as we did before. Confirmation may even be slower with an additional agent in the transaction, unless it can be speeded up in some way."

The question most prominent in agency accounting circles regards the efficiency of the plan concerning make-goods. Under the BCH plan, the confirmation order which initiates the transaction and authorizes the clearing house to proceed with billing offers the agency the choice of either giving the station power to run make-goods automatically or leave the make-good arrangements to the discretion of the agency. Some agenices feel that if they do not authorize make-goods by the station, but re-negotiate for them with the station and the rep, any speed gained in billing will be lost.

BCH's Mehlig says that his organization will leave the make-good ironing-out to the agencies and reps. Thus, he admits, the make-good negotiations will continue as they are presently handled. But he is certain that both stations and agencies, aware that the bill is in a stage of swift processing, will psychologically want to hasten the make-good agreement.

The economic savings evident in the central clearing agency concept are clear: lower costs thus increased profits through saving in paper, time, people and space.

The psychological savings are clear, too, if the system will alleviate arguments, misunderstandings and lengthy negotiations between agency and station.

Ultimately and most important, if the central clearing house concept becomes a working, practical reality, national spot radio's gross billings will take a giant step forward. Such a step could only produce more profit for all concerned—agency, advertiser, station, representative. ■

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Exposition Press, 386 Park Ave. S., N.Y. 16, N.Y

SEPTEMBER 1961 VOL. 2 – NO. 8

U.S. FM

U.S. FM MOVES AHEAD

U.S. FM notes two milestones with its publication this month. First, this issue marks one year since the publication was born in September 1960. Second, with this issue U.S. FM becomes part of its sister publication, U.S. RADIO. It will appear each month as a separate editorial section devoted completely to reports on developments in fm broadcasting. This revised format facilitates the needs of busy readers who now can learn of industry developments important to both am and fm broadcasting in one magazine.

During U.S. FM's first year, the fm industry has shown encouraging development. National advertising agencies, in particular, have demonstrated a more intense interest in the medium. Many have taken a lead in the exploration of fm audience research. Fm stations have increased in numbers from 746, as reported a year ago, to 896, as noted in *Radio's Reach,* page 10 (FCC figures for month ended July 31). The vigorous response of these stations to U.S. FM's editorial objectives is apparent in the increased number listed in the *Fm Station Key,* page 60. One year ago there were 252 stations listed; today there are 515 stations, compiled from fm station reports. The list has more than doubled and continues to grow at a fast rate.

As before, U.S. FM presents feature articles outlining in depth events of major significance to fm advertisers, agencies and broadcasters. Shorter news items of interest to fm readers are now integrated in such U.S. RADIO departments as *Soundings, Radio Focus/Ideas, Radio Focus/People, Radio's Reach* and *Letters to the Editor.*

U.S. FM believes firmly in a prosperous future for fm as a strong and separate force in the radio medium. U.S. RADIO and U.S. FM are confident that both am and fm broadcasting will continue to grow, each complementing the other in the services they provide advertisers. Both publications, under a single cover, will similarly complement one another in presenting news of these services for the radio broadcasting and advertising industries. ■

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. The total *FM station key* includes returns from 515 fm stations. See box below for abbreviations. Please note box at bottom of page.

Abbreviations

Rep.—representative; ***ERP***—effective radiated power; ***pen.***—penetration; ***prog.***—programing; where there is an am affiliate, ***sep.***—refers to the fm being separately programed and ***dup.*** refers to the fm station duplicating the am programing; ***cl***—classical; ***con***—concert; ***op***—opera; ***s-cl***—semi-classical; ***pop***—popular; ***st***—standards; ***shw***—show; ***flk***—folk; ***jz***—jazz; ***nws***—news; ***wthr***—weather; ***dr***—drama; ***intvw***—interview; ***cmtry***—commentary; ***rel***—religious; ***sprts***—sports; ***educ***—educational programing; ***disn***—discussion.

ALABAMA

Albertville
WAVU-FM (Am: WAVU)
Counties: 15; ERP: 4,700 w
Prog. (Dup.): Pop, nws, wthr, sprts

Birmingham
WAPI-FM (Am: WAPI)
National Rep.: Henry I. Christal
Counties: 47; ERP: 72,000 w
Prog. (Dup.)
WCRT-FM (Am: WCRT)
National Rep.: Weed
Counties: 42; ERP: 48,800 w
Prog. (Sep.): Cl, s-cl, st, shw
WJLN (Am: WJLD)
National Rep.: Forjoe
Counties: 28; ERP: 23,000 w
Prog. (Dup.)
WSFM
National Rep.: Walker-Rawalt
ERP: 20,000 w

Decatur
WHOS-FM (Am: WHOS)
Counties: 6; ERP: 2.35 kw
Prog. (Sep.): St, pop, shw, cl, sprts

Montgomery
WAJM-FM
National Rep.: Heritage Representatives
Counties: 28; ERP: 29,600 w
Prog.: Cl, con, op, jz
WFMI
Counties: 14; ERP: 10,000 w
Prog.: Con, op, s-cl, st, show

Sylacauga
WMLS-FM (Am: WMLS)
Counties: 4; ERP: 693 w
Prog. (Sep.): St, shw, pop, wthr, cl

ALASKA

Anchorage
KTVA-FM (Tv: KTVA)
ERP: 750 w
Prog.: Cl, con, op, s-cl, shw

ARIZONA

Tucson
KFMM
National Rep.: Good Music Broadcasters
Counties: 3; ERP: 7,200 w
Prog.: Cl, con, s-cl, st, dr

ARKANSAS

Jonesboro
KBTM-FM (Am: KBTM)
National Rep.: Burns-Smith
ERP: 8,000 w
Prog. (Dup.): St, sprts, nws, wthr, con

Little Rock
KMMK
Counties: 52; ERP: 31,000 w
Prog.: Music

Osceola
KOSE-FM (Am: KOSE)
Counties: 12; ERP: 2,200 w
Prog. (Sep.): Cl, s-cl, st, pop, sprts

Pine Bluff
KOTN-FM (Am: KOTN)
Counties: 19; ERP: 3,200 w
Prog. (Dup.): S-cl, st, shw, con, pop

Siloam Springs
KUOA-FM (Am: KUOA)
National Rep.: Devney-O'Connell
Counties: 13; ERP: 2,600 w
Prog. (Dup./Sep.): Con, s-cl, cl, op, nws

CALIFORNIA

Alameda
KJAZ
National Rep.: Albert Chance
Counties: 6; ERP: 1,000 w
Prog.: Jz

Beverly Hills
KCBH
National Rep.: Walker-Rawalt
Counties: 8; ERP: 75,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Cl, con, s-cl, op, shw

El Cajon
KUFM
Counties: 1; ERP: 3.5 kw
Prog.: Cl. con, op, s-cl, nws

Fresno
KRFM (Am: KFRE)
Counties: 12; ERP: 70,000 w
Prog. (Sep.): St, pop, s-cl, cl, shw

Garden Grove
KGGK
Counties: 3; ERP: 1,000 w
Market Pen.: 48.9% (Pulse)

Glendale
KUTE
Counties: 7; ERP: 23,800 w
Prog.: Shw, s-cl, pop, nws, wthr

Indio-Palm Springs
KCHV-FM (Am: KCHV)
National Rep.: Tracy Moore and Hal Holman
Counties: 2; ERP: 25,000 w
Prog.: Pop, st, con, flk, shw

Los Angeles
KBIQ (Am: KBIG)
National Rep.: Weed
Counties: 7; ERP: 110,600 w
Market Pen.: 48.9% (Pulse 6/59)
Prog. (Sep.): St, pop, jz, shw, flk
KFMU
National Rep.: Heritage Stations
Counties: 3; 58 kw
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz
KHOF-FM
Counties: 8; ERP: 100,000 w
Prog.: Rel, nws, wthr, dr, intvw.
KMLA
National Rep.: Albert Chance
Counties: 6; ERP: 60,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Con, shw, st, nws, pop

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This is the first-half of U.S. FM's FM Key listing

With the merger of the two monthly publications of Air Media, Inc.—U.S. RADIO and U.S. FM—program and station information for 515 fm outlets is halved. Listings through Indiana appear in this issue with states after Indiana scheduled for October.

HOW A NEW FM STATION BAGGED 37 ACCOUNTS

Julian Smith, president of WFMM Baltimore, Md., explains how his fm facility sold 37 accounts in just a year and a half, profiles how clients use the medium to sell

By Julian S. Smith
President, WFMM Baltimore, Md.

How do you forge a commercial medium with a non-commercial audience?

How do you sell agencies on fm?

These two questions posed the basic problem of WFMM's entry into the Baltimore market a year and a half ago.

The originating management group shared the basic conviction

Biggest fm job: make fm commercial with non-commercial audience

JULIAN SINCLAIR SMITH, president and general manager of WFMM, is a native of Baltimore; educated at Boys' Latin School of that city and Johns Hopkins University.

Smith's career in radio and electronics may be said to date from 1939 when he enrolled in a radio correspondence course through DeForest Training of Chicago.

Following employment by the Western Electric Co., Smith joined the engineering staff of Baltimore Radio Station WFBR. This position, interrupted only by a short stint at the Bendix Radio Corp., was held until 1944. In that year Smith enlisted in the United States Navy, completing advanced electronic courses to become a qualified sonar instructor.

Following his discharge from the Navy in 1946, Smith returned to WFBR as assistant chief engineer. In 1953 he returned to the Johns Hopkins University to pursue graduate studies and research in electrical engineering while employed on the university research staff.

He returned to industry in 1955, joining the engineering staff of the Glenn L. Martin Co. where he headed the advanced concepts department specializing in space electronics.

On May 1, 1961 he became associated with the Fairchild Engine & Airplane Corp. of Hagerstown as technical director of a classified missile program.

that fm was a superior medium and that a significant proportion of the people in the Baltimore area would recognize it as such and would respond accordingly. We shared the listening public's abhorrence of am's trend to jingle, jangle, juke-box noise. With their intelligence insulted and senses numbed by a continual stream of tasteless commercials punctuated with nasal insinuations of rock and roll, more and more people welcomed fm.

The continual commercial bombardment and the cacophony of off-key teen age amours did more to create fm listeners than any other single factor. At the same time this situation created the problem of furnishing a non-commercial or anti-commercial fm listener. How, then,

Profile of WFMM's business shows long contracts, 21% national billing,

TYPE OF SERVICE	SPOTS LIVE OR TAPE	PROGRAMS OR SPOTS	LENGTH	TIME OF DAY	PREFERRED DAYS OF WEEK
BANKING	Live	Spots	1:00	R.O.S.**	No pref., heavy on weekend
BANKING	Live	Spots	1:00	4– 8 p.m.	None
AUTO SALES	Tape	Spots	1:00	6– 8 p.m.	None
TIRES	Live	Spots	1:00	R.O.S.	7/4-weekend
MOVING & STORAGE	Live	Pgms.	:15 seg.	6:30-45 p.m.	Tues & Thurs
REAL ESTATE	Live	Spots	1:00	R.O.S.	Weekends
INVESTMENT	Live	Spots	1:00	6– 8 p.m.	None
FM CONVERTERS	Live	Spots Pgms.	1:00 Hr. seg.	6– 7 p.m. 10-11 p.m.	Spots—none Segs 10-11 p.m.
LANGUAGE	Tape	Spots	1:00	8– 9 p.m.	Mon/Thur/Sat
POLITICAL	Tape	Spots	1:00	R.O.S.	None
INTERIOR DECORATOR*	Live	Spots	1:00	R.O.S.	None
CANDY	Live	Spots	1:00	R.O.S.	Sun thru Fri
FOOTBALL (Note: only fm sta. used)	Tape	Spots	:10	R.O.S.	Tue/Wed/Thur
LONDON FLIGHTS	Live	Spots	1:00	6–11 p.m.	None
REAL ESTATE (Note: book review)	Tape	Spots	1:00	Tue./Sat.	Tue-Sat
ART OBJECTS*	Live	Spots	1:00	6–10 p.m.	None
OIL HEAT (first fm buy)	Tape	Spots	1:00	R.O.S.	None
ORIENTAL RUGS	Live	Spots	1:00	R.O.S.	Sat/Sun/Mon
FURNITURE	Live	Spots	:10	6–11 p.m.	Mon/Thur/Fri
HI-FI EQUIPMENT	Tape	Spots	1:00	6–10 p.m.	Tue– Sun
HI-FI EQUIPMENT	Live	Spots	:30	R.O.S.	None
HI-FI EQUIPMENT	Live	Spots	1:00	R.O.S.	None
HI-FI EQUIPMENT	Live	Spots	1:00	8–10 p.m.	Mon/Tue/Thur Sat/Sun
RUG CLEANING	Live	Spots	1:00	6–10 p.m.	All exc. Sun
RUG CLEANING	Tape	Spots	1:00	6– 8 p.m.	None
RUG CLEANING	Tape	Spots	1:00	6– 8 p.m.	None
BROADWAY SHOWS		Spots		R.O.S.	None
LAUNDRY	Live	Pgms.	15:00	6 & 7 p.m.	Mon/Wed
RESTAURANT	Live	Spots	1:00	6– 8 p.m.	All exc Tue
RESTAURANT	Live	Spots	:30	6–10 p.m.	None
RESTAURANT	Live	Spots	:10	R.O.S.	None
RESTAURANT	Live	Spots	1:00	6– 8 p.m.	None
HOTELS	Live	Spots	1:00	8–10 p.m.	Mon/Thu/Fri
EXHIBITION	Live	Spots	:10	R.O.S.	None
ROOFING		Spots	1:00	6– 8 p.m.	None
MEMBERSHIP		Spots	1:00	5–10 p.m.	None
ORGAN	Live	Spots	1:00	4– 5 p.m.	Sat
ORGAN	Tape	Spots	:30	R.O.S.	None

*First time in radio. **Run-of-schedule.

do you attract sponsors necessary for your survival with an audience created in protest against your potential sponsor's commercial activity?

Obviously some sort of middle ground was not only desirable, but necessary. Thus the problem began to resolve itself around intelligent creative programing to fill the listener's need and which would, at the same time, provide an acceptable vehicle for the sponsor's message.

Program Manager Frederick Himes, together with Sales Manager Edwin Kabernagel, formatted basic policies on programing with commercial needs integrated into the over-all schedule. The type and method of commercial presentation were also integrated into the policy decisions. The result was commercial programing as well as program control.

With the first obstacle apparently removed we relaxed in the belief that the Baltimore advertising agencies would immediately recognize the values and potential of fm in general and WFMM in particular.

It will come as no great surprise to others in the fm field to learn that, with few exceptions, the agencies did not break down our front door. Kabernagel's experience showed that media buyers and account men:

1. were reluctant to move clients from am to fm because it required a certain amount of courage and judgment (15% the safe way is better than 15% with risk);
2. were generally uninformed as to the advantages of fm *or* couldn't care less;
3. demanded statistics or evidence on which to base a recommendation.

To help overcome the agency barrier we retained the services of MacLellan Associates, Inc., a Baltimore advertising agency with a strong background in radio and creative advertising and a unique interest in fm.

With their assistance, a campaign was devised to make a strong WFMM impression on agency consciousness. The first step was a series of reproductions of famous works of art on postcards mailed at intervals from London, Paris, Amsterdam, Berlin and Madrid. Each card carried the message conveyed by our call letters, "World of Fine Music for Maryland."

While these mailings were in progress a strong visual presentation was produced by MacLellan Assoc. Kabernagel followed up the mailings with a personal call and the visual presentation. This approach gained some agency respect, but little action. Meanwhile, back at the station, a few cautious souls took the plunge and sponsored a segment or two. Some of them dropped out of the picture, but more renewed.

The fact that some sponsors knew more about fm and were more aware of its potential than their own agencies was the clue that led us to the solution of how to accelerate agency interest. All we did was get agency and client together, tell them the fm and the WFMM stories, and leave fm radios so they could hear WFMM programing. The answer was absurdly simple. The fm quality and WFMM programing sold themselves.

The leak in the dike of indifference widened to a trickle and some media buyers began to think they might not be banished to the mail room if they bought WFMM.

We felt we were headed downhill now, but one more problem presented itself—changing the sponsor's raucous am approach to something suitable for fm. Here again the answer was obvious all the time. We just approached the client directly and offered our help and experience to guarantee him the maximum benefit from his fm money. He was happy, and the agency account executive was relieved that he didn't have to exert himself.

Thus we discovered another axiom that has helped our commercial operations — keep your programing creative and diversified.

A concrete example of the value of creativity and diversification lies in the history of our relationship with the Roland Park Realty Co. Roland Park had successfully sponsored a music segment and a spot schedule over a period of months. However, the Roland Park management felt something stronger was needed to command attention amid summer distractions. Program Manager Himes, Sales Manager Kabernagel and Account Executive Kent Redgrave of MacLellan Assoc. Inc. got together and devised a new format peculiarly suited to fm programing. The trio created a five-minute nightly review of a new non-fiction book program called *Best of the Bookshelf*, aired Tuesday through Saturday, 8 to 8:05 p.m. Redgrave writes the review and handles the air work. Himes handles the produc-

Continued on page 67

soft-sell commercials

LENGTH OF CONTRACT	APPROACH
52 wks	Soft sell
52 wks	General
8 wks	Hard sell
3 days	Safe driving
52 wks	Soft sell
1 wk	Soft sell
13 wks	Booklet
8 wks	Soft sell
18 wks	Language
3 wks	Man on street
2 wks	Soft sell
4 wks	Soft sell
3 days	Hard sell
8 wks	General
52 wks	Soft sell
4 wks	Soft sell
5 wks	Jet age
3 days	Soft sell
13 wks	Soft sell
13 wks	General
13 wks	Soft sell
6 wks	Soft sell
13 wks	General
52 wks	Soft sell
52 wks	Music
52 wks	Medium
1 wk	
13 wks	Soft sell
2 wks	Soft sell
4 wks	Soft sell
13 wks	Soft sell
13 wks	Soft sell
13 wks	Soft sell
1 wk	General
2 wks	Product
4 wks	Safe driving
6 wks	Soft sell
6 wks	Soft sell

FM STATION KEY (Continued from page 60)

KNBC-FM (Am: KNBC)
National Rep.: NBC Spot Sales
Counties: 9; ERP: 45,000 w
Prog. (Dup.): Nws, st, shw, wthr, intvw

KNOB
National Rep.: Modern Media Fm Sales
Counties: 7; ERP: 79,000 w
Market Pen. 49.1% (Pulse)
Prog.: jz

KPOL-FM (Am: KPOL)
National Rep.: Paul H. Raymer
Counties: 3; ERP: 38 kw
Market Pen.: 48.9% (Pulse)
Prog. (Dup.): S-cl, shw, st, nws

KRHM
Counties: 8; ERP: 58,000 w
Market Pen.: 48.9% (Pulse)
Prog.: Pop, st, jz, flk, shw

Oxnard

KAAR (Am: KOXR)
National Rep.: Forjoe
Counties: 2; ERP: 10,000 w
Prog. (Sep.): Nws, cl, shw, s-cl, st

Riverside

KDUO
National Rep.: Good Music Broadcaster
Counties: 5; ERP: 72,000 w
Market Pen.: 50% (Pulse 1958)
Prog.: S-cl, cl, con, op, rel

KPLI
ERP: 1,570 w
Prog.: S-cl, st, shw, nws, wthr

Sacramento

KCNW
Prog.: Country-western

KCRA-FM (Am: KCRA)
National Rep.: Petry
Counties: 14; ERP: 11,000 w
Prog. (Sep.): St, pop, cl, con, shw

KHIQ
National Rep.: Albert Chance
Counties: 14; ERP: 17,300 w
Prog.: S-cl, cl, nws, wthr, rel

KJML
National Rep.: Walker-Rawalt
Counties: 5; ERP: 2,700 w
Prog.: Cl, con, shw, s-cl, comtry

KSFM
National Rep.: Meeker Co.
ERP: 60,000 w

KXRQ
National Rep.: W. S. Grant
Counties: 11; ERP: 35,000 w
Prog.: Pop, jz, shw, s-cl, flk

Salinas

KSBW-FM (Am: KSBW)
Counties: 6; ERP: 18.5 kw
Prog. (Sep.): Cl, pop, s-cl, con, op

San Bernardino

KFMW
National Rep: Heritage Stations
Counties: 8; ERP: 30,000 w
Market Pen.: 31.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

San Diego

KFMB-FM (Am: KFMB)
National Rep.: Petry
ERP: 18400 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, shw, nws

KFMX
National Rep.: Heritage Representatives
Counties: 1; ERP: 30,000 w
Market Pen.: 40% (Pulse)
Prog.: Con, op, shw, flk, jz

KFSD-FM (Am: KFSD)
National Rep.: QXR Network
Counties: 8; ERP: 100,000 w
Market Pen.: 39% (Pulse)
Prog. (Sep.): Cl, con, s-cl, st, op

KGB-FM (Am: KGB)
National Rep.: H-R
Counties: 1; ERP: 37,000 w
Market Pen.: 39.4% (Pulse 10/59)
Prog.: St, pop, s-cl, cl, shw

KITT
Counties: 1; ERP: 56,000 w
National Rep.: Walker-Rawalt
Market Pen.: 40% (Pulse)
Prog.: St, shw, flk, pop, s-cl

KPRI
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 1; ERP: 25,000 w
Market Pen.: 42.5% (Pulse)
Prog.: Pop, st, shw, cl, s-cl

San Fernando

KVFM
Counties: 1; ERP: 860 w
Market Pen.: 48.7% (Pulse)
Prog.: Pop, st, shw, s-cl, disn

San Francisco

KAFE
National Rep.: QXR Network
ERP: 100 kw
Prog.: Cl, op, s-cl, shw, nws

KBAY
National Rep.: Heritage Stations
Counties: 8, ERP: 30,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, con, op, jz

KDFC
National Rep.: Walker-Rawalt
ERP: 33,000 w

KEAR
Counties: 24; ERP: 82,000 w
Market Pen.: 47.3% (Pulse 9/57)
Prog.: Rel, intvw, disn, educ, wthr

KOBY-FM (Am: KOBY)
National Rep.: Peters, Griffin, Woodward
Counties: 10; ERP: 10,500 w
Prog. (Dup.): S-cl, st, pop, shw, nws

KPEN
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 8; ERP: 120,000 w
Market Pen.: 47.3% (Pulse)
Prog.: Cl, s-cl, pop, st, shw

KSFR
National Rep.: Good Music Broadcasters
ERP: 100,000 w
Market Pen.: 48% (Pulse 1958)

San Jose

KRPM
Counties: 1; ERP: 4 kw
Prog.: Cl, s-cl, op, flk, cmtry

KSJO
Counties: 16; ERP: 1,500 w
Prog.: St, shw, s-cl, con

San Luis Obispo

KATY-FM (Am: KATY)
National Rep.: Meeker
Counties: 3; ERP: 3.8 kw
Prog. (Sep.): S-cl, st, con, nws, cmtry

Santa Barbara

KRCW
National Rep.: Walker-Rawalt
Counties: 3; ERP: 18 kw
Prog.: Educ, op, shw, st, con

COLORADO

Colorado Springs

KFMH
Counties: 26; ERP: 23,000 w
Market Pen.: 25% (Pulse 3/60)
Prog.: Cl, con, s-cl, st, nws, shw, jz, wthr

Denver

KDEN-FM (Am: KDEN)
National Rep.: Heritage Representatives
Counties: 10; ERP: 30,000 w
Market Pen.: 38.5% (Pulse 6/60)
Prog. (Sep.): Con, op, shw, flk, jz

KOA-FM (Am: KOA)
National Rep.: Christal
ERP: 57,000 w
Prog. (Dup.)

Grand Junction

KREX-FM (Am: KREX)
National Rep.: Heritage Representatives
Counties: 5; ERP: 3 kw
Market Pen.: 29% (Pulse 1961)
Prog. (Sep.): Op, con, shw, flk, jz

Manitou Springs

KCMS-FM (Am: KCMS)
National Rep.: Fm Media
ERP: 22,000 w
Market Pen.: 25% (Pulse 3/60)
Prog. (Dup.): Shw, con, st, s-cl, jz

CONNECTICUT

Brookfield

WGHF
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 7; ERP: 20 kw
Market Pen.: 39.7% (Pulse 12/58)
Prog.: Mood, st, s-cl, jz, cl

Denver's Most Powerful FM Station

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99.5 Megacycles

Serving 63,117* homes in the Denver Metropolitan area.

KDEN-FM is a Heritage Good Music Station, programming 18 hours of music daily—music designed for our listeners' taste.

KDEN-FM

30,000 Watts

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Denver 23, Colorado

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International Good Music
New York — Chicago — Los Angeles

*Pulse, Inc., June, 1960

FM STATION KEY (Continued)

Fairfield

WJZZ
Counties: 20; ERP: 9,000 w
Prog.: Jz

Hartford

WCCC-FM (Am: WCCC)
National Rep.: QXR Network
Counties: 7; ERP: 6.8 kw
Prog.: Cl, s-cl, con, shw, jz
WDRC-FM (Am: WDRC)
National Rep.: Peters, Griffin, Woodward
Counties: 12; ERP: 20,000 w
Prog.: Pop, nws
WHCN
ERP: 7,000 w
Market Pen.: 39.7% (Pulse 11/58)
Prog.: Cl, con, s-cl, op, shw
WTIC-FM (Am: WTIC)
National Rep.: Christal
ERP: 8 kw
Prog.: Cl, con, op, s-cl, shw

Meriden

WBMI
ERP.: 20,000 w
Prog.: St, s-cl, shw, con

New Haven

WNHC-FM (Am: WNHC)
National Rep.: Daren McGavren
Counties: 3; ERP: 12,500 w
Prog. (Sep.): Con, cl, s-cl, shw, op

Stamford

WSTC-FM (Am: WSTC)
National Rep.: Everett-McKinney
Counties: 1; ERP: 650 w
Market Pen.: 30% (Pulse)
Prog. (Dup.): Nws, wthr, pop, shw, con

DELAWARE

Wilmington

WDEL-FM (Am: WDEL)
National Rep.: Meeker
Counties: 21; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Sep.): Cl, s-cl, pop, shw, nws
WJBR
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 22; ERP: 20,000 w
Market Pen.: 44.5% (Audience Analysts)
Prog.: S-cl, st, nws, cl, wthr

DISTRICT OF COLUMBIA

WASH (Am: WDON)
National Rep.: QXR Network
Counties: 37; ERP: 15,000 w
Market Pen.: 41% (Pulse 12/56)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WFAN
National Rep.: United Broadcasting
ERP: 20,000 w
Prog.: Latin American music
WGAY (Am: WQMR)
National Rep.: Spot Time Sales
ERP: 20,000 w
Prog. (Dup., Sep.): S-cl, st, shw, nws, wthr
WGMS-FM (Am: WGMS)
National Rep.: Avery-Knodel
Counties: 23; ERP: 20,000 w
Prog.: Cl, con, op, s-cl, nws
WHFS-FM (Bethesda, Md.)
Counties: 14; ERP: 1,000 w
Prog.: Cl, op, s-cl, pop, st
WJMD
ERP: 20,000 w
Prog.: S-cl, shw, con, nws, wthr
WMAL-FM (Am: WMAL)
National Rep.: Heritage Stations
Counties: 27; ERP: 20,000 w
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, shw, nws
WTOP-FM (Am: WTOP)
National Rep.: CBS Spot Sales
ERP: 20 kw
Prog.: S-cl, st, cl, pop, nws
WWDC-FM (Am: WWDC)
National Rep.: Blair
Counties: 12; ERP: 20 kw
Market Pen.: 40.3% (Pulse 1959)
Prog. (Sep.): S-cl, st, cl, pop, nws

FLORIDA

Coral Gables

WVCG-FM (Am: WVCG)
National Rep.: Broadcast Time Sales
Counties: 7; ERP: 18.5 kw
Prog. (Dup.): Con, s-cl, nws, cl, wthr

Fort Lauderdale

WFLM
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 3; ERP: 18,000 w
Prog.: St, cl, s-cl, shw, op
WWIL-FM (Am: WWIL)
National Rep.: Rambeau-Vance-Hopple
Counties: 5; ERP: 31,000 w
Prog. (Sep.): St, s-cl, con, shw, jz

Fort Pierce

WARN-FM (Am: WARN)
National Rep.: Continental
Counties: 4; ERP: 1,300 w
Prog.: Con, pop, jz, nws
WIRA-FM (Am: WIRA)
National Rep.: United Spot Sales
Counties: 3; ERP: 2.63 kw
Prog. (Dup./Sep.): Cl, con, op, pop, st

Jacksonville

WMBR-FM (Am: WMBR)
National Rep.: John Blair
Counties: 9; ERP: 40,000 w
Prog. (Sep. after 4 pm): Pop, st

Gainesville

WRUF-FM (Am: WRUF)
National Rep.: Thomas Clark
Counties: 16; ERP: 12,000 w
Market Pen.: 31.7% (Pulse 1956)
Prog. (Sep.): Op, st, con, shw, cl

Miami

WKAT-FM (Am: WKAT)
Counties: 7; ERP: 17,575 w
Prog. (Dup./Sep.): Cl
WWPB
National Rep.: QXR Network
Counties: 5; ERP: 9, 200 w
Prog.: Cl, s-cl, con, st, shw

Miami Beach

WMET-FM (Am: WMET)
Counties: 4; ERP: 13,000 w
Prog. (Dup.): Pop, st, shw, jz, nws

Orlando

WHOO-FM (Am: WHOO)
National Rep.: Hollingbery
Counties: 9; ERP: 59,000 w
Prog. (Sep): Cl, con, s-cl, st, jz, nws, wthr

Pensacola

WPEX
National Rep.: Good Music Broadcasters, Western FM Sales
Counties: 5; ERP: 2,500 w
Prog.: Cl, s-cl, st, shw, jz

Sarastota

WYAK
National Rep.: George Hopewell
Counties: 9; ERP: 2,750 w
Prog.: Pop, st, shw, s-cl, cl

Tampa

WDAE-FM (Am: WDAE)
National Rep.: Katz
Counties: 16; ERP: 65,000 w
Prog. (Dup.): St, shw, flk, con
WFLA-FM (Am: WFLA)
National Rep.: John Blair
Counties: 34 ERP: 46,000 w
WPKM
National Rep.: Good Music Broadcasters
Counties: 7; ERP: 10,500 w
Prog.: Pop, st, shw, s-cl, jz

GEORGIA

Athens

WGAU-FM (Am: WGAU)
National Rep.: John E. Pearson
Counties: 25; ERP: 4,400 w
Prog. (Dup): Std, jz, nws, shw, wthr

Atlanta

WGKA-FM (Am: WGKA)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 9.4 kw
Prog. (Sep.): Cl, s-cl, shw, op, flk
WKLS
National Rep.: Walker-Rawalt
Counties: 34; ERP: 6,400 w
prog.: S-cl, st, shw wthr
WPLO-FM (Am: WPLO)
National Rep.: Heritage Representatives
Counties: 82
Prog.: Con, op, shw, flk, jz
WSB-FM (Am: WSB)
National Rep.: Petry
Counties: 204; ERP: 49,000 w
Prog. (Dup./Sep.): Pop, st, nws, wthr, intvw

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

FM STATION KEY (Continued)

Augusta
WAUG-FM (Am: WAUG)
ERP: 9,000 w
Prog. (Sep.): Cl, s-cl, pop
WBBQ-FM (Am: WBBQ)
National Rep.: Everett McKinney
Counties: 31; ERP: 19,300 w
Prog. (Dup., Sep.): St, pop, nws, sports, intvw

Columbus
WRBL-FM (Am: WRBL)
National Rep.: Hollingbery
Counties: 50; ERP: 21.2 kw
Prog. (dup.): St, cl, con, op, disn

Gainesville
WDUN-FM (Am: WDUN)
National Rep.: Thomas Clark
Counties: 11; ERP: 300 w
Prog. (Dup.): Pop, nws

LaGrange
WLAG-FM (Am: WLAG)
National Rep.: Indie Sales
Counties: 8; ERP: 2.3 kw
Prog. (Sep.): St, nws, sprts, shw, wthr

Macon
WMAZ-FM (Am: WMAZ)
National Rep.: Avery-Knodel
Counties: 19; ERP: 3 kw
Prog. (Dup.): Pop, st, nws, wthr, intvw

Marietta
WBIE-FM (Am: WBIE)
Counties: 21; ERP: 3.5 kw
Prog. (Dup.): Pop, st, shw, sprts, nws

Newnan
WCOH-FM (Am: WCOH)
National Rep.: Bernard Ochs
Counties: 11; ERP: 330 w
Prog. (dup.): Nws, wthr, st, pop, cl

Savannah
WTOC-FM (Am: WTOC)
National Rep.: Avery-Knodel
Counties: 24; ERP: 8 kw
Prog. (Dup.)

Toccoa
WLET-FM (Am: WLET)
National Rep.: Thomas F. Clark
Counties: 10; ERP: 730 w
Prog. (Dup.): Nws, st, sprts

IDAHO

Boise
KBOI-FM (Am: KBOI)
Counties: 17; ERP: 17.5 kw
Prog. (Dup.)

Caldwell
KCID-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

Lewiston
KOZE-FM (Am: KOZE)
National Rep.: Gill-Perna
Counties: 6; ERP: 903 w
Prog. (Sep.): S-cl, st, shw, jz, nws

ILLINOIS

Anna
WRAJ-FM (Am: WRAJ)
National Rep.: Bernard Howard
Counties: 6; ERP: 1,000 w
Prog. (Sep.): St, pop, nws, wthr, sprts

Bloomington
WJBC-FM (Am: WJBC)
National Rep.: John Pearson
Counties: 13; ERP: 15,300 w
Prog. (Dup.): St, pop, shw, nws, wthr

Carmi
WROY-FM (Am: WROY)
Counties: 11; ERP: 11,200 w
Prog. (Dup./Sep.)

Champaign
WDWS-FM (Am: WDWS)
Counties: 11; ERP: 27,000 w
Prog. (Sep.): Pop, st, shw, nws, jz

Chicago
WCLM
ERP: 60,000 w
Prog.: S-cl, jz, st, hawaiian
WDHF
Counties: 9; ERP: 52,000 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Pop, shw, s-cl, st, flk
WFMF
National Rep.: Walker-Rawalt
Counties: 15; 33,000 w
Prog.: St, s-cl, shw, jz, nws
WFMT
Counties: 38; ERP: 29,500 w
Market Pen.: 42.4% (Pulse 10/59)
Prog.: Cl, op, dr, nws, intvw
WFMQ
ERP: 37,000 w
Prog.: St, shw, jz, op, nws
WJJD-FM (Am: WJJD)
National Rep.: Heritage Representatives
Counties: 141
Prog.: Con, op, shw, flk, jz
WKFM
National Rep.: Modern Media Fm Sales
Counties: 38; ERP: 50,000 w
Market Pen.: 42.4% (Pulse)
Prog.: St, s-cl, shw, nws, wthr
WNIB
Counties: 10; ERP: 11 kw
Market Pen.: 42.4% (Pulse)
Prog.: Cl, con, jz, op, shw
WSBC-FM (Am: WSBC)
National Rep.: Devney-O'Connell, FM Unlimited
Counties: 5; ERP: 27,400 w
Prog. (Sep.): Cl, flk, jz, dr, nws
WXFM
ERP: 32,000 w
Prog.: Cl, s-cl, pop, st, shw

Decatur
WSOY-FM (Am: WSOY)
National Rep.: Weed
Counties: 19; ERP: 30,000 w
Prog. (Dup.): St, shw, nws, s-cl, cl

Effingham
WSEI
ERP: 20 kw
Dup. programming of WSOY-FM Decatur

Elgin
WRMN-FM (Am: WRMN)
National Rep.: Devney-McConnell
Counties: 5; ERP: 1,000 w
Prog. (Sep.): Cl, con, s-cl, st, nws

Evanston
WEAW-FM (Am: WEAW)
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 180,000 w
Prog. (Sep.): S-cl, st, shw, con, nws

Harrisburg
WEBQ-FM (Am: WEBQ)
Counties: 11; ERP: 4,200 w
Prog. (Sep.): Sprts, nws, wthr, educ, cl

Jacksonville
WLDS-FM (Am: WLDS)
National Rep.: Holman
Counties: 5; ERP: 9 kw
Prog. (Dup.): Sprts, pop, nws, st, pub. sevc.

Jaliet
WJOL-FM (Am: WJOL)
National Rep.: Pearson
Counties: 7; ERP: 1,000 w
Prog. (Sep.): St, nws, pop, s-cl, cl

Litchfield
WSMI-FM (Am: WSMI)
Counties: 6; ERP: 6,100 w
Prog. (Sep.): St, nws, sprts

Mattaon
WLBH-FM (Am: WLBH)
National Rep.: Hal Holman
Counties: 12; ERP: 23,000 w
Prog. (Dup.)

Mt. Carmel
WSAB (late fall start)
Counties: 12; ERP: 37.4 kw
Prog.: S-cl, cl, con, st, shw

Mt. Vernon
WMIX-FM (Am: WMIX)
National Rep.: John E. Pearson
Counties: 40; ERP: 50,000 w
Prog. (Dup. days, sep. nights): Pop, st, nws, sprts

Paris
WPRS-FM (Am: WPRS)
Counties: 7; ERP: 1,000 w
Prog. (Dup.): St, shw, pop, nws, wthr

Peoria
WMBD-FM (Am: WMBD)
Counties: 25; ERP: 27,000 w
Prog.: Pop, st, shw, cl, s-cl

Quincy
WGEM-FM (Am: WGEM)
ERP: 8.9 kw
Prog. (Dup.)
WTAD-FM (Am: WTAD)
National Rep.: Branham
Counties: 23; ERP: 27 kw
Prog. (Dup.)

Rock Island
WHBF-FM (Am: WHBF)
National Rep.: Avery-Knodel
Counties: 14; ERP: 39 kw
Prog. (Sep.): Con, s-cl, st, shw

Springfield
WTAX-FM (Am: WTAX)
National Rep.: Gill-Perna
Counties: 12; ERP: 6.7 kw
Prog.: (Sep. early evenings)

INDIANA

Bloomington
WTTV (Am: WTTS)
National Rep.: Meeker
Counties: 54; ERP: 37.2 kw
Prog. (Dup.): St, nws, flk, sprts, cl

Columbus
WCSI-FM (Am: WCSI)
National Rep.: Thomas Clark
Counties: 35; ERP: 15,000 w
Prog. (Sep.): St, shw, sprts, s-cl

Elkhart
WTRC-FM (Am: WTRC)
National Rep.: Branham
Counties: 13; ERP: 9.7 kw
Prog. (Dup.)

Evansville
WIKY-FM (Am: WIKY)
National Rep.: John Pearson
Counties: 34; ERP: 36 kw
Prog. (Dup.): St, shw, s-cl, con, cl

(FOR ABBREVIATIONS, SEE BOX, P. 60)

Continued from page 63

tion and Kabernagel furnished the pen while the sponsor delightedly signed a 'til forbid contract. This effort also provided an exclusive feature in WFMM programing.

At the end of a year and a half of operation recently we made a commercial analysis to review the progress we had made.

The breakdown shows a normal proportion of accounts usually associated with fm programing. This group included such products as oriental rugs, hi-fi equipment, exclusive restaurants and investment brokers.

We were surprised at the large number of retail accounts that normally would use am. Most had, in fact, a record of am usage.

While the number of accounts is somewhat small by am standards, we felt that the diversity of products and services represented an excellent cross-section of a successful commercial operation.

Most encouraging was the proportion of sponsors formerly wedded to am.

An analysis of contractual length proved most interesting. Thirteen percent of the total contracts in the period of one year and a half were 'til forbids. Eight percent were 52 weeks; three percent were 26 weeks; 15 percent were 13 weeks; 45 percent were less than 13 weeks; 11 percent less than one week and five percent between 13 and 26 weeks.

National accounts constituted 21.1 percent of the total business with a residual percentage of 78.9 in local accounts.

On the basis of our analysis we conclude that diversity is the key to our commercial operation during the next 12 months.

Our contract renewal rate shows audience acceptance translated into sales dollars.

Our experience in the past year and a half in the Baltimore market and the just-completed commercial analysis have resulted in these three recommendations:

1. There is no substitute for a simultaneous agency-client call and presentation.
2. Concentrate on diversity in programing.
3. Know the characteristics of your *local* fm listener. ■

FM STATION KEY (Continued)

Fort Wayne
WPTH-FM
Counties: 20; ERP: 44.4 kw
Prog.: St, shw, pop, jz, s-cl

Hammond
WYCA
Counties: 5; ERP: 31,000 w
Prog.: Rel, nws, s-cl, sprts, wthr

Indianapolis
WAIV
ERP: 4.6 kw
Prog.: Jz, cl, flk, cmtry
WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep.: Walker-Rawalt
Prog. (Sep.): St, shw, s-cl, cmtry
WFMS
ERP: 4.5 kw
Prog.: St, shw, pop, s-cl, cl
WIBC-FM (Am: WIBC)
Counties: 40; ERP: 24,000 w
Prog. (Sep.): Cl, s-cl, con, jz, op

Madison
WORX-FM (Am: WORX)
National Rep.: Hil Best
Counties: 6; ERP: 350 w
Prog. (Dup.): St, s-cl, sprts, shw, con

Marion
WMRI-FM (Am: WMRI)
National Rep.: Burn-Smith
Counties: 27; ERP: 31,000 w
Prog. (Sep.): S-cl, st, shw, nws, sprt

Muncie
WMUN (Am: WLBC)
National Rep.: Hal Holman
Counties: 17; ERP: 14.4 kw
Prog. (Sep.): Programatic

Richmond
WKBV-FM (Am: WKBV)
National Rep.: Everett-McKinney
Counties: 20; ERP: 23,000 w
Prog. (Sep.): Pop, s-cl
WGLM
Counties: 23; ERP: 32,000 w
Prog.: Cl, con, s-cl, st, jz

Terre Haute
WTHI-FM (Am: WTHI)
National Rep.: Bolling
Counties: 20; ERP: 7,400 w
Prog. (Sep.): Cl, con, op, s-cl, pop

Warsaw
WRSW-FM (Am: WRSW)
Counties: 60; ERP: 34,000 w
Prog. (Dup.): Cl, con, s-cl, pop, nws

(U.S. FM advertisers not covered in the above listing.)

MICHIGAN

Detroit
WLDM
National Rep.: Walker-Rawalt
Counties: 27; ERP 165,000 w
Prog.: St, shw, s-cl, cl, con

WASHINGTON

Seattle
KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w
Prog.: Cl, con, s-cl, shw, jz

Washington
WFML (Am: WAMW)
National Rep.: Hil Best
Counties: 14; ERP: 14,000 w
Prog. (Dup.): Sprts, nws, st, pop, shw

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QUALITATIVE AUDIENCE
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SEATTLE-TACOMA
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165,000 WATTS

FM
Indianapolis
Mid-America's most powerful FM station
WFBM fm 94.7mc
"GOLDEN SOUND OF THE MIDDLEWEST"
TIME-LIFE STATION

EDITORIAL PAGE

DO WE NEED AN RIO?

WHEN the convention of the Broadcasters' Promotion Assn. opens at the Waldorf Astoria on November 6, one of the major subjects on the agenda will be the challenging question "Does radio need an RIO?"

We're delighted that the BPA under the energetic leadership of John Hurlbut of the WFBM stations, Indianapolis, is bringing this whole meaty matter out into the open for public discussion.

Ever since the formation of the Television Information Office, countless radio men have been asking "Why shouldn't radio have the same sort of image-building agency? Haven't we got the same types of public relations problems—and maybe even more so?"

The answer is, at least, a partial yes. Radio does need a much stronger national voice than anything it has now.

The story of radio's importance, its dazzling achievements in public service, its overwhelming values in American community life, its role as the country's No. 1 purveyor of local news and information, is not being adequately told today.

The RAB is, by its charter, a sales arm of the industry, concerned solely with promoting advertising revenues.

The NAB, though it has instituted and carried through such fine projects as National Radio Month, has been limited in its radio public relations work by budget and policy considerations.

No one is doing the big-scale image-building job which radio deserves and we hope that the BPA members will reach this conclusion unanimously at their New York meeting.

The question of whether a new and separate RIO should be set up raises many practical problems however. The TIO gets its support from a core of 150 tv stations plus the three tv networks. Can an efficient RIO be set up with only minority station backing? Should it be attempted? Or wouldn't a more orderly and efficient method be to expand the radio public relations activities at the NAB? Shouldn't radio members of the NAB demand that this be done?

We trust that the BPA will thoroughly explore these questions, and we congratulate members on scheduling such a timely, important subject. ■

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Sell those big-buying young adults with BREAKFAST CLUB, FLAIR, SPORTS and SPECIAL EVENTS on ABC Radio. You'll sell those younger families with more mouths to feed . . . more needs to fill. The need to entertain is filled more often and that's why young adults represent your best market for beverages and foods. And ABC Radio has the highest percentage of young adults in network radio.*

YOUNG ADULTS:
BUY MORE BEVERAGES
BUY MORE FOODS
BUY MORE EVERYTHING

ABC RADIO
FIRST WITH YOUNG ADULTS

*Call your ABC Radio Sales Representative for the facts.

OCTOBER-NOVEMBER 1961

U.S. RADIO

MRS L K ALDRICH-LIBRN
NATIONAL ASSN-BRDCSTNG
1771 -N- ST N W
WASHINGTON 6 D C
USA D5-19-91-2815-03

NAB radio board profiles radio's problems, solutions

Do cigarettes get the most from radio dollars?

Commercial 'intrusiveness' zooms sales for Purolator

Today... as for the last 33 years...

RADIO
50,000 WATTS

KSTP

TELEVISION
CHANNEL 5

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

KOB AM-TV
Albuquerque, New Mexico

W-GTO AM
Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives

OFFICERS: Norman R. Glenn, *editor/publisher;* Bernard Platt, *executive vice president;* Arnold Alpert, *vice president/assistant publisher;* Elaine Couper Glenn, *secretary/treasurer.*

EDITORIAL BOARD: Norman R. Glenn, Arnold Alpert, John McMillin, Jane Pinkerton.

EDITORIAL: Jane Pinkerton, *managing editor;* Mary Lou Ponsell, *senior editor;* Barry Mallin, *assistant editor;* W. F. Miksch, *contributing editor;* Maury Kurtz, *art editor.*

ADVERTISING: Sal Massimino, *business manager;* Shirley Allison, *administration production;* (Los Angeles) Edith K. Whaley, 216 S. Vermont, DUnkirk 7-6160; (San Francisco 11) Whaley-Simpson Co., 700 Montgomery Bldg., SUtter 1-4583.

U.S. RADIO

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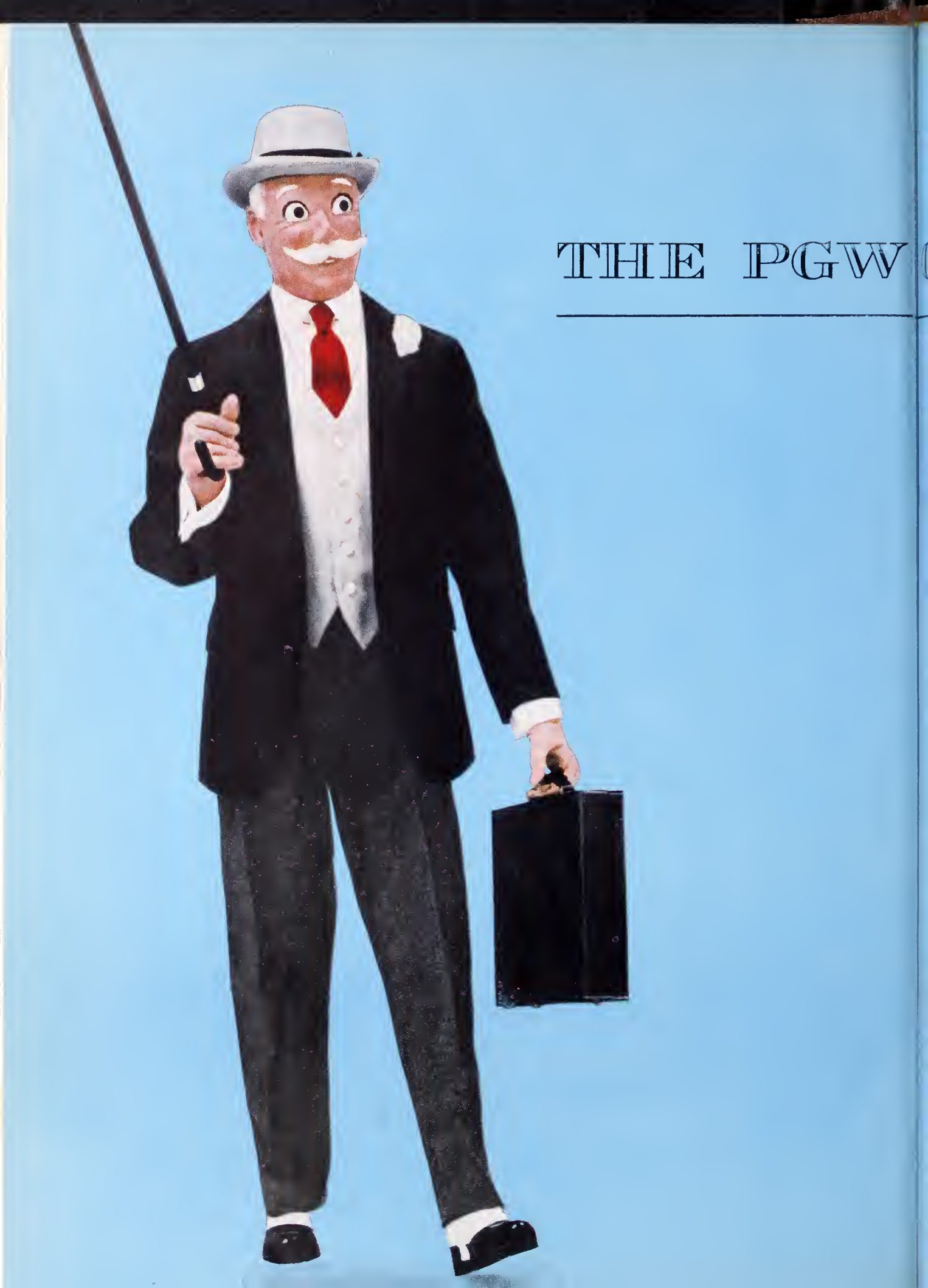


THE PGW

COLONEL'S MAJORITY

The TV and Radio Stations represented by **PGW** play an important part in the everyday life of a majority of the nation's homes.

And the **PGW** Colonels in our ten offices from coast to coast are always ready, willing and very able to show you the best ways to reach these millions of homes with spot radio on these fine radio stations. Won't you give us a call?

FOR SPOT RADIO

EAST—SOUTHEAST

		FREQUENCY	WATTS
☆WCBM	Baltimore	680	10,000
☆WWJ	Detroit	950	5,000
☆WLOS	Asheville, N. C.	1380	5,000
☆WCSC	Charleston, S. C.	1390	5,000
☆WSOC	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
☆WSIX	Nashville	980	5,000
☆WPTF	Raleigh-Durham	680	50,000
☆WRVA	Richmond	1140	50,000
☆WDBJ	Roanoke	960	5,000
☆WSJS	Winston-Salem	600	5,000

MIDWEST—SOUTHWEST

		FREQUENCY	WATTS
☆WHO	Des Moines	1040	50,000
☆WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
☆WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
☆WBAP	Ft. Worth—Dallas	820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
☆KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN and WEST

		FREQUENCY	WATTS
KHOW	Denver	630	5,000
☆KBOI	Boise	950	5,000
KGMB	Honolulu—Hilo	590	5,000
KHBC	Honolulu—Hilo	970	1,000
KGBS	Los Angeles	1020	50,000
☆KIRO	Seattle	710	50,000

☆Also FM

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO

SOUNDINGS

news & interpretation

WITH THIS OCTOBER ISSUE, U. S. RADIO is being discontinued in its present format as a monthly news and feature magazine. (See editorial, page 62.) The publishers of Air Media, Inc., a subsidiary of Sponsor Publications, Inc., have elected to **deepen the service concept** of U. S. RADIO with issuance of a new bi-monthly under this same title in January. You'll be hearing and reading more about the new U. S. RADIO **in the very near future.**

BECAUSE OF THE DISCONTINUANCE of U. S. RADIO as a monthly, effective with this October issue, the **scheduled special Negro report** in the November issue has been cancelled. Editors extend their regrets to the many Negro-appeal stations in all parts of the country who cooperated in the questionnaire project. Every attempt will be made to synthesize this information **in an expanded Negro-appeal radio report under the new format.**

THE MAGAZINE HAS HAD excellent response to its special summary of editorializing on the air which appeared in the July issue. Among the more succinct and vocal comments were those of Win Marks, manager and treasurer of KBOY AM-FM Medford, Ore. Among his conclusions: "Western radio has been slow to pick up the Minow challenge to editorialize. As much as I agree this is suitable and essential, I'd like to point out **some reasons why so many stations don't editorialize.**" Among them, says Mr. Marks: the difficulty in finding qualities of a good broadcaster-manager combined with those of a professional writer-announcer; the problem in satisfying various members of the station's board of directors. (For more details, see Letters to the Editor on page 12.)

ALMOST 54% (53.85%) of all **spot radio business originates in New York,** a new Station Representatives Assn. tabulation shows. **Second major buying market,** of course, is Chicago, where 23.35% of the spot business originates. Other markets and their percentage of total spot radio buying: Los Angeles: 5.50%; San Francisco, 4.35%; Detroit, 5.72%; St. Louis, 2.19%; Atlanta, 2.18%; Dallas-Fort Worth, 1.26%; Boston, .47%; Philadelphia, .80%; others, .34%. In the past year, **Chicago's share has grown; New York's has declined.**

EVEN BIGGER DOLLAR signs are in prospect for radio from all parts of the country and at all levels. This is the prediction of RAB President Kevin Sweeney, who thinks by 1963 "budget-making time next year," **sales locally, regionally and nationally will peak** if "we sell consistently and intelligently enough." His aim: to **add as much as $60 million in local business** (with 85% from retailers) and **increase national spot and network by $30 million a year.**

INCREASING SPECIALIZATION in radio and all of advertising finds a new station group: the Resort Market Radio Group of **six stations covering Western resort areas** which attract 26 million tourists each year. The rep is J. A. Lucas Co., Los Angeles and San Francisco, for these charter members: KRAM Las Vegas, KONE Reno, KDON Salinas-Monterey, KCMJ Palm Springs, KIST Santa Barbara and KOWL Lake Tahoe. Lucas' analysis shows that **more than 98% of these vacationers have car radios.**

ON SEPTEMBER 23, WTIC TV3-AM-FM EVACUATED QUARTERS AT 26 GROVE STREET, HARTFORD, WHERE WTIC BEGAN BROADCASTING NEARLY 37 YEARS AGO.

NOW, WTIC TV3-AM-FM IS LOCATED IN THE WORLD'S MOST MODERN TELEVISION AND RADIO FACILITY AT **BROADCAST HOUSE, 3 CONSTITUTION PLAZA, HARTFORD 15, CONNECTICUT**

WTIC-TV 3 **CBS Affiliate**

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts **NBC Affiliate**

REPRESENTED BY HENRY I. CHRISTAL COMPANY

RCA THESAURUS PRESENTS... A GREAT

Big news, exciting news . . . for AM and FM Station Owners, Managers and Programmers! With the new RCA Thesaurus Programmed Music Library, you can now round out your programming with first-rate, top-quality music shows. Big-name artists, great composers and arrangements, unbeatable hi-fidelity reproduction on 12″ long playing discs . . . a complete, time-saving, money-saving program service from RCA Thesaurus.

Brilliant Hi-Fi Sound. Great new sound for AM and FM programming . . . sensational quality and brilliance . . . new electronic process for low noise to signal ratio at 30 to 15,000 cycles frequency range . . . 12″ long-playing discs made from highest quality anti-static compound . . . all together, the finest sound available!

Great Music . . . Artists . . . Composers. Audience-winning all-time popular standard titles . . . music and songs that get and keep listeners! Among the artists: Sammy Kaye, Freddy Martin, Lawrence Welk, Ray McKinley, The Melachrino Strings and Orchestra, Artie Shaw, Hank Snow, The Sons of the Pioneers, The Statesmen Quartet. Among the composers: Rodgers and Hammerstein, Irving Berlin, Cole Porter, Jerome Kern, the Gershwins, Beethoven, Liszt, Debussy, Tchaikovsky!

Great Programming Features. Balanced programming in quarter-hour shows—all ready to go . . . play straight through a side, or play the banded selections individually. Artists, titles and arrangements are selected by programming experts with years of experience, save you valuable hours of staff time . . . your station (and listeners!) get the cream of the greatest library of radio music available today! Over 2,500 selections on more than 420

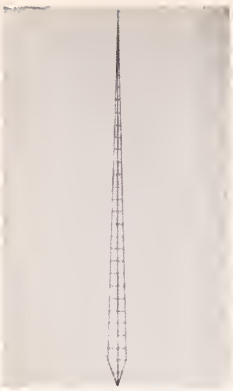
NEW MUSICAL SOUND FOR RADIO!

sides are delivered in the basic library and a minimum of 6 sides are added each month. Categories include:
Popular variety, Popular standards, Popular concert, Country-Western ■ Sacred, Concert, Latin American, Jazz ■ Spiritual-Gospel, Holiday programs, Mood Music, Band-military ■ College football songs, Quickie tunes (each less than 2 minutes).
Results... just listen! "... tremendous aid to stations programming at the adult level."—M. H. Bonebrake, Pres., KOCY, Oklahoma City ■ "Fidelity and content are excellent."—A. V. Santucci, Gen. Mgr., WCGO, Chicago Heights ■ "... gives our stations a distinctive sound so important in today's radio programming."—W. H. Higgins, Pres., WKOAm/WKOFm, Hopkinsville, Ky. ■ "Thesaurus . . . getting plenty of turntable service with the new 12-inch Library."—W. L. Holter, Owner, KLTZ, Glasgow, Mont. ■ "... material well chosen, all usable... very pleased."—J. H. Vondell, Jr., Pres., WQDY, Calais, Me.
RCA Thesaurus Programmed Music Library is available in your area for such a low cost you can't afford to miss it! For complete information, phone, wire or write the Thesaurus representative in your area.

155 East 24th Street, New York 10, N. Y.	MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago 11, Ill.	WHitehall 4-3530
1121 Rhodes-Haverty Bldg., Atlanta, Georgia	JAckson 4-7703
7901 Carpenter Freeway, Dallas 7, Texas	MElrose 1-3050
1510 N. Vine Street, Hollywood 28, Cal.	OLdfield 4-1660
1800 17th Ave. South, Nashville, Tenn.	ALpine 5-5781

RCA recorded program services

RADIO CORPORATION OF AMERICA · RCA VICTOR RECORD DIVISION



RADIO'S REACH / OCTOBER 1961

AM STATIONS ON AIR*	3,618
FM STATIONS ON AIR*	906
SETS MANUFACTURED**	1,030,399
RADIO SETS IN USE†	156,394,000
CAR RADIOS††	42,600,000
FM SETS IN USE†	15,500,000

AM STATIONS ON AIR: The number of am stations on the air rose by nine to 3,618 during August, according to the FCC's latest figures. Applications pending at the end of August: 532; stations under construction: 159.

FM STATIONS ON AIR: Total number of fm stations on the air climbed to 906 in August, an increase of 10 over the previous month. Applications pending: 98; stations under construction: 195.

SETS MANUFACTURED: Radio set production and retail sales dipped sharply during July, according to the latest EIA report. Production took the bigger plunge, dropping to 1,030,399 units or 595,864 less than the previous month, 1,626,263. The production total included 320,128 auto radios and 48,114 fm radios. Sets produced for the year to date numbered 8,567,689, or 847,190 less than in 1960. Set sales during July, excluding auto radios, totaled 697,851, a decrease of 242,495 units compared with June, the year's record month. Total radio sales for the year to date, however, stood at 5,088,031, ahead of comparable cumulative sales for 1960 by 636,310 units.

NETWORK SALES: Standard Brands Inc. led all other network advertisers in both total home broadcasts delivered and total commercial minutes delivered for the four weeks ending August 6, according to latest A. C. Nielsen figures. Standard Brands recorded 358 broadcasts and 160,679,000 home broadcasts delivered. Pepsi-Cola Co. followed with 425 broadcasts and 140,064,000 home broadcasts delivered. Liggett & Myers Tobacco, Chevrolet and R. J. Reynolds Tobacco were in third, fourth and fifth, respectively. In commercial minutes, Standard Brands aired a total of 275 for 113,130,000 delivered. Chevrolet was second with 198 minutes aired and 102,630,000 minutes delivered. In third, fourth and fifth, in that order, were Liggett & Myers, the Mennen Co., Pepsi-Cola.

AUDIENCE: Sindlinger & Co. reported last month that the week ending August 11, 1961, marked the seventh consecutive summer week in which radio's daily audience outpulled television's. In that week, an average of 93,585,000 persons were exposed daily to radio; during the same period, however, an average of 87,380,000 people were tuned daily to tv. Radio's edge was 7.1 percent over tv. ■

*FCC, August. **EIA for month of July. †RAB estimate, June 1960 ††RAB estimate, July 1961.

TIMEBUYS

BEST FOODS DIVISION CORN PRODUCTS CO.

Agency: *Donahue & Coe, New York*

Product: KASCO DOG FOOD

A 13-week drive that will extend to the end of this year is currently striking about 24 markets throughout the land for the dog food. All times, including weekends, are being used for the one-minute ets. Frequencies average about 20 per week during this flight, which is the product's second drive of the year. Harry Durando is the timebuyer.

CONTADINA FOODS INC.

Agency: *Cunningham & Walsh, San Francisco*

Product: TOMATO PASTE

The largest ad campaign in Contadina history, in which radio constitutes a major portion of the $500,000 budget, currently is flooding more than 30 major markets throughout the country. The drive will extend through the end of November. The company hired Stan Freberg to tape humorous commercials based on the theme: "Who puts eight great tomatoes in that little bitty can?" The agency reports that San Francisco, New York, Chicago, Philadelphia, Boston, St. Louis, Pittsburgh, New Orleans are among the cities involved in the drive. Heavy saturation frequencies ranging from 75 to 175 commercials per week are hitting the public.

GENERAL TIME CORP. WESTCLOX DIVISION

Agency: *Hicks & Greist, New York*

Product: CLOCKS

A heavy saturation campaign involving close to 100 stations is ticking away for the clock manufacturer. The drive is concentrated in about 75 markets. Frequencies average about 60 commercials per week, scheduled primarily in traffic times. Mort Reiner is the timebuyer.

GROVE LABORATORIES INC.

Agency: *Doherty, Clifford, Steers & Shenfield, New York*

Product: MINIT RUB

The early part of November is the kick-off date for a 40-market, five-week campaign plugging the linament. Frequencies for the one-minute commercials range from 10 to 30 per week. Daytime hours will carry the bulk of the schedule with some evening times included. Don Miller is the timebuyer.

ICELANDIC AIRLINES

Agency: *Wendell P. Colton, New York*

Icelandic is trying out a new type of saturation campaign that may be a forerunner of its radio drives in the future. A two-month flight extending through the end of November is running on 37 stations in 32 Wisconsin cities. According to the company, the over-all objective of this type of drive in one state is unusual for any national advertiser or any airline. Although Icelandic has used radio in the past, it has never tailored the medium to saturate one specific marketing area. Recent company surveys have shown that the average Icelandic passenger originates in smaller cities and towns, particularly in the midwest. For this radio test, Wisconsin was selected as a typical

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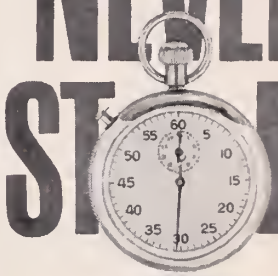
MUTUAL RADIO NEWS WATCH NEVER STOPS



BILL COSTELLO

Current assignment—the Kennedy Family. That's Bill Costello originating from the White House with accurate, concise, authoritative newscasts on Mutual. He brings to you 30 years of news reporting—plus quality news beats that only an on-the-scene reporter can deliver. Want Washington? Bill Costello is there for Mutual Radio.

• Remember: Mutual wraps up 66% of its radio audience in the A and B markets—where the buying is biggest. Buy Mutual Radio—and you've got it covered at the point of sale.

MUTUAL RADIO

A Service to Independent Stations
Subsidiary of Minnesota Mining & Manufacturing Company 3M

All 3 agree
WING
is the sound that sells
DAYTON

1st
Continuous leadership in every PULSE survey (6 AM-12 M) from October, 1959, through July, 1961, in Average All Day Audience.

1st
Continuous leadership in HOOPER (7 AM-6 PM) from August-September, 1959, through June-July, 1961, in Share of Radio Audience.

1st
WING carries more national and local advertising than any other Dayton station, because WING delivers more audience and sales.

REPRESENTED BY
robert e. eastman & co., inc.

WING
Dayton, Ohio

LETTERS

THE AFFLUENT COMPANY

We are writing you in regard to your *Timebuys* feature in the August issue. The reporting on American Home Foods Chef Boy-Ar-Dee which states: "Lack of available funds forced the agency to switch part of its advertising budget from television to radio" was completely inaccurate.

The American Home Foods client is spending at a higher rate in television, radio and other media than ever before. Radio has always been used as a part of all past local campaigns in selected markets.

THOMAS J. LYNCH
Associate Director Media Relations and Planning
Young & Rubicam, Inc.
New York

[Editor's note: U. S. RADIO's reporter was told by Y&R that budget appropriations in certain markets made purchase of spot tv impractical. Therefore, according to Y&R, spot radio purchases were increased in these markets. U. S. RADIO regrets Y&R's misunderstanding of its own report.]

CALL IT BY ITS RIGHTFUL NAME

I have just finished your August issue of U. S. RADIO and wish to register a complaint on your so-called survey on the U. S. radio stations that are editorializing.

It appears from your 62-station survey that you contacted only power stations and only one or two in each state. What kind of a survey do you call this? Did you contact the presidents of the various state associations? They are the ones who know which stations are editorializing in their states. The one you listed for Charleston hasn't editorialized for a long time, whereas I have been editorializing for over a year and a half, regularly, not occasionally.

If you had contacted the president of the South Carolina Broadcasters you would have discovered that several stations are editorializing regularly, that a State Editorial Committee has been organized with about 20 South Carolina stations. Don't you realize that the power stations are the most reluctant to editorialize? The small stations are the ones that are not afraid to speak out their personal opinions.

It appears to me that if you want to conduct a reliable survey, you should contact the state presidents.

HARRY C. WEAVER
President
WOKE
Charleston, S. C.

THE PATH TO RICHES

I have just finished reading *Editorializing on the Air* in the August issue of U. S. RADIO. This proved to be very interesting to me and so true. We have been editorializing for the past year on a regular basis, five days a week. Each editorial is used four times per day to give the best possible coverage.

This has been the greatest single thing we have done in the five years I've been manager of KBUN [Bemidji, Minn.]. It has made radio the voice of the community due to the fact that we are the only medium in this community editorializing on local issues. Our daily newspaper stays away from local issues as they feel it might antagonize a sponsor.

We have not held back on any issue we thought necessary to air. We have not lost sponsors, but have gained some due to editorializing.

JAMES R. HAMBACHER
General Manager
KBUN
Bemidji, Minn.

Continued on page 42

DAREN F. McGAVREN

President, Daren F. McGavren Co.

Winner of the October Silver Mike Award

In the fiercely competitive field of national spot radio representation, the battle for distinction in salesmanship and billings is skillfully and aggressively fought. Few young companies are able to make the kind of progress that catapults them into solid success within a few years.

But the fact remains that some companies do achieve the rewards they seek. One rep firm in particular has demonstrated during the past 10 months its ability to move ahead quickly. It is headed by 38-year-old Daren F. McGavren and is the Daren F. McGavren Co., New York.

McGavren, who started his company as a regional firm in San Francisco in 1952, has been active in national sales for just four years. Although considered a "comer" during this time by many in the radio industry, his reputation took a giant step forward within the past few months. It was in June that WMGM New York appointed Daren F. McGavren Co. as its national representative.

Says McGavren of his rapid growth, "We feel it is largely because we have applied local sales techniques to the national sales field. Because our top executives have entered the field as local time salesmen and have progressed through management, they thoroughly understand selling techniques. Our purpose is to be an extension of the local sales arm."

If a rep firm is to be judged by the number of stations it represents, then McGavren fails the test. He fails it because he knows that *quality* of markets and stations is far more important than quantity.

"During the past four years in the national field," he says, "we have *decreased* our station list from 50 to 30. It would seem that we are going in the wrong direction," he points out. "But in this same period we have allowed contracts with smaller market stations to expire as we have added stations in the top 30 markets."

McGavren says that his station list has decreased by 40 percent in the past four years. But his total billing has increased 400 percent during the same period.

His ultimate goal is resolute: he is working for a total of 30 top stations in the first 30 markets. He is more than half-way along the road to that goal with slightly more than 15 top market stations. Five others are pending.

Projected gross billings for McGavren's company in 1961 are $8 million. That figure is surpassed now by only one radio rep: John Blair & Co.

Daren Foster McGavren began his broadcasting career in the early 1940s by taking the indirect route. Talented as a singer of popular ballads, he appeared with the Stan Kenton orchestra and was heard numerous times on radio with Kenton and other bands. World War II interrupted his career but McGavren, throughout his war service, hoped to continue later as an entertainer on television.

After the war he entered College of the Pacific, Stockton, Calif., and joined the sales staff of KJOY Stockton. (KJOY became one of his first rep accounts, and is still in the McGavren list.) When he left college he became sales manager of KXOB Stockton. Within a few years, McGavren put aside his plans to become an entertainer and started to build his own rep firm. By 1952 he had opened an office in San Francisco which represented a string of California stations in the San Joaquin Valley. Three years later, McGavren opened a Los Angeles office, and in 1957 a national office in New York. Just last year he formed McGavren TV Inc.

McGavren's contributions to radio selling have resulted from an individual approach to station representation. "Top 40, middle-of-the-road, all these formats play a part in making up a piece of the total audience character. We do not specialize in any one type of format. Programing a station is not our immediate job. Learning the station's story and presenting it properly —and getting the order—*is* our job." he declares.

"There has been a growing tendency in radio for station representatives to come up with saleable ideas, because too few advertising agencies use radio for anything more than an economical vehicle to back up other media. Creative selling is the only way to overcome such an obstacle and is the result of knowing the medium and the stations intimately." ■

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market*—should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

RADIO: 1957—1961

FOUR YEARS OF EVOLUTION AND REVOLUTION

By October 1957, it was apparent that all those obituaries written about radio had been premature. For some time, a stunned advertising industry had watched spot radio dollar volume go up and up. A crazy little jingle—"You'll wonder where the yellow went"—had swept the nation like an epidemic and answered for all time the pessimist's query, "Does anyone listen to radio anymore?"

Even those admen who still were afraid to use radio began pontificating on such subjects as "music and news" and "prime time" or engaging in public arguments about how many radio spots had to be used before you could call it "saturation." And a new magazine—exclusively for radio—appeared on the scene.

This issue marks the fourth anniversary of U. S. RADIO magazine, making it one-tenth as old as the radio industry itself. They have been four exhilarating years, lived in an atmosphere of excitement and change.

On the subject of change, this anniversary finds a few changes going on right here at the magazine. There is, for example, a change of address. U. S. RADIO has just moved, along with Sponsor Publications, to new and larger headquarters at 555 Fifth Ave.

Of much more importance to the industry, however, is another change. The next issue of U. S. RADIO, which will appear in January 1962, will represent a totally different and stimulating concept in business magazine publishing (for details, see

Radio's image today is based on reality. Its stature is grounded in service to listeners and to sponsors

page 62). In the planning stage for some months, the new U. S. RADIO has been designed to meet the changing needs and match the quickening tempo of an industry on the move.

That radio is on the move has been proven beyond doubt in these past four years. By 1957, radio had roused itself like a waking giant to cast off the evil spell of television. It was ready to move, and move it did—sometimes in what appeared to be strange directions. But the four years (and ad billings which climbed over $100 million in that time) showed that the direction most often followed was forward.

Perhaps the most outstanding achievement is how radio, in that short space of time, has changed the atmosphere in which it operates. More and more, radio has accepted community responsibility, and the community has rewarded it by showing radio a greater respect than ever before. Radio has matured, gained confidence. It also has rediscovered the role for which it was originally intended and, incidentally, the one job it will always do better than any other medium—instant communications.

Indicative of radio's growth has been the sale of receiving sets to the public. Annual production of radio sets, according to Electronic Industries Assoc. estimates, rose from 14.5 million in 1957 to over 17 million in 1960. RAB estimates that more than 20.3 million radios were sold last year. The spate of transistor portables which set in around 1957 has contributed greatly to the listening boom as have auto radios. By now, A. C. Nielsen Co. puts the total number of auto radios in the U. S. at about 42.6 million.

The sets have not been gathering dust. A recent Sindlinger Co. survey showed that radio listening has increased 6% in the last year alone (about 5 million people now listen to radio each day) while tv viewing has, in the same time, gained only 1.7% and newspaper a mere 0.7%.

The broadcasters have kept pace. In 1957, there were 3,180 am stations. Now there are 3,618. Transmitting equipment manufacturers have spent a busy four years keeping up with equipment demands.

Stations themselves have been mounting in value. In fact, the buying and selling of radio stations has become almost a speculative boom with prices jumping as much as several million dollars between resales of large market outlets.

It has been an era of big station group operations, and the names of many of these groups have spread well beyond the borders of the radio industry. Radio profits are finding their way into other businesses, while other businesses are, in turn, investing in radio stations. Whoever was ready to write off radio as a "dead pigeon" a decade ago has had his share of surprises in the past four years.

Fm radio, after spending the early and middle '50s in the doldrums, snapped back in 1957 when the number of outlets increased for the first time in a decade. It was only an increase of seven stations that year over the previous year—to 537. But 1958 saw it go up to 51 and fm has been booming ever since. By now, the number of fm stations stands at 906, the all-time high. Broadcasters in various parts of the country banded together to promote their medium, and in 1959, the National Association of Fm Broadcasters was born.

The U. S. public, meanwhile, has been showing an increasing interest in sound to the point where hi-fi and stereo now verge on a national fad. Now radio stands to benefit by this. Within the past few months stereo multiplexing has become an actuality, and excitement about its future is running high.

Since 1957, several new station reps have come into the radio picture, adding to the proof of radio's prosperity. Advertising agencies have been showing a new respect for the medium, and in some media departments, radio specialists were added.

Since 1957, according to a McCann-Erickson estimate, total radio billings have gone from under $600 million to over $700 million. A lot of national brands will be long remembered for their heavy and savvy use of radio during this period: Gillette, Camel, Budweiser, Nescafe, Beech Nut, Pall Mall, Chevrolet, American Airlines, Lucky Strike, Ben Gay, Ford, Tea Council, Rambler, L&M, Dodge and Plymouth, Coca-Cola, Alcoa, Northwest Orient Air-

How radio size and

Category

Gross radio time sales* (000)
National spot* (000)
Local spot* (000)
Network* (000)
Stations on air (am and fm)
am
fm
Sets manufactured** (inc. auto)
auto
fm
Sets sold (exc. auto)
Radio homes (U.S.)****
Fm radio homes (est.)

*FCC. **EIA. ***EIA discontinued measurement of factory s 7/61. ****Estimate through June 30.

listeners, housewives, teenagers and the entire family during nighttime hours.

"All the cigarette companies are doing basically the same thing," says Art McCoy, vice president in charge of radio at John Blair. "There's no originality; it's always the same old pattern. They buy in mass, buy drive times and think they're coming up with wonderful media plans. They should look into other possibilities."

A sales pro at The Katz Agency bemoans the tendency of cigarette companies to compete during traffic times. "They're neglecting the great body of housewives at home," he says. "Housewife listening during mid-day and weekends is a veritable gold mine."

Another audience that the man from Katz maintains is suffering from neglect is the teenage group. "They represent one of radio's best markets. For cigarette companies, they represent long-term prospects that should be carefully cultivated."

The Katz man suggests cigarette companies should discover which stations in each particular market cater to teenagers and drop some of the cash there, instead of always insisting on buying prime time on top stations.

Another top executive with a leading rep firm urges a more extended use of nighttime hours. "All good stations have constant audiences, not just during drive times," he says. "They should try nighttime and weekends to increase their unduplicated audiences. They might even try late-night hours. That's the only time to reach taxi drivers, insomniacs and late-shift workers."

Nighttime listening—one of the most neglected of radio's air times—is the subject of a new study released by the Radio Advertising Bureau. The study highlights a continuing fact: stations have a tougher time garnering clients for evening broadcasts than for daytime hours, although they deliver a considerably larger audience at night.

According to the RAB, the audiences of leading stations range as high as 80 percent greater at night than in the afternoon and morning. But the average station is able to sell less than 40 percent of its evening time, while many are completely booked during the day.

The point is that so-called prime or drive times often deliver a smaller audience than unsponsored hours during the evening.

Several of the reps extended this point and suggested more sponsorship of high-rated programs that don't fall into traffic times. Says one rep: "Newscasts, blocks of musical programing, special events and sports are outside the popular saturation battleground, but they do the job in delivering high audiences and advertising identification."

The reps contend that it's not simply a question of spending more money, but how to spend it wisely. Besides bringing into play additional time periods, they recommend a more adroit use of radio's flexibility and selectivity in specific markets.

For example, filter brands have emerged as the most popular type of cigarette, but the percentage of filter tip smoking varies from city to city. According to a brand comparison survey taken by Television Advertising Representatives, New York, 58 percent of the male smokers in Charlotte prefer filters, compared to 39 percent in Pittsburgh.

Among women, filter cigarettes were the preferred choice in all the cities covered by the TvAR study, but the amount of consumption varied, ranging from a high of 81 percent of the female smokers in Charlotte, to only 56 percent in Pittsburgh.

This type of study, say the reps, indicates the importance of studying each market situation thoroughly to strengthen radio's effectiveness as a local medium.

McCoy of Blair further suggests that more emphasis should be placed not only during times of the year when radio listening is increased—the summer, for example—but during periods when smoking consumption is higher. McCoy theorizes that when people come together in groups they tend not only to drink more, but also to smoke more.

"The cigarette companies might heavy-up around holiday times," he

What tobacco companies can do to stretch their spot radio advertising investments

1—Pinpoint specific audiences—Housewives and teenagers, say the reps, are being neglected because of the tobacco industry's overwhelming preference for prime drive times.

2—Utilize nighttime hours—Many major stations deliver a larger audience at night, say the reps, but the cigarette companies still insist on traffic hours.

3—Utilize radio's status as a personal, local medium—The tobacco pitch is ice cold, some of the reps claim. They urge more participation in local radio promotions.

4—Scrutinize media planning—Smoking consumption varies from city to city in the percentage of filter tip smokers to non-filter smokers. Factors such as these should be given more careful study, salesmen suggest, to take fuller advantage of current market changes.

5—Extend 52-week buys—The reps point out that year-long purchases result in 1) greater saturation, 2) rate discounts, 3) preferred time position and 4) more station interest.

says. "I associate smoking with sociability and this seems to be a good time to hit them with commercials."

Much of the difficulty in using radio, says Art McCoy, lies in a lack of understanding of the medium. "There are many ways to vary usage that would cost less and still saturate the market," he says. "But nobody bothers to do anything new. They all try to get away with being one of the sheep."

McCoy recommends a wider application of shorter commercials. "Radio is basically a reminder medium. There's not too much difference between brands, the stress is on the name, over and over and over again. As a result, they could use more 10-second stuff for reminders. They don't need the full 30s and minutes all the time," he says.

Failure on the part of some cigarette companies to comprehend many of the inherent advantages of radio seeps into their copy approach, according to McCoy.

"Radio is a personal, local medium," he says, "but most cigarette manufacturers are using an ice cold pitch. I can't think of one that is using local personalities to plug its products."

The use of local personalities, however, involves problems that most cigarette companies find too delicate to touch. During the cancer scare, many of the brands indulged in fanciful health claims, which prompted the Federal Trade Commission to crack down with stipulations.

Now, because of FTC pressure, the major manufacturers are reluctant to take a chance that some overzealous announcer will land them in trouble. They want full control over what goes over the air.

However, as McCoy points out, this doesn't stop cigarette companies from making constructive use of radio's stature as a local medium. "They should have more tie-ins with the radio station and local activities such as trade fairs, fund drives and local sports. By involving themselves, the cigarette companies could go a long way in creating a more friendly and personal image."

Cigarette copy in the past year-and-a-half has shown a tendency toward

How the six major cigarette manufacturers shape-up

Company	Ranking: Sales[1]	Ranking: Radio adv.[2]	Total sales All brands In millions of $	Major brands
R. J. REYNOLDS	1	1	$1,418.2	CAMEL (*straight regular*) WINSTON (*filter*) SALEM (*menthol-filter*)
AMERICAN TOBACCO	2	2	$1,215.3	PALL MALL (*straight king*) LUCKY STRIKE (*straight regular*) H. TAREYTON (*filters and straight king*)
LIGGETT & MYERS	3	3	$ 543.1	CHESTERFIELD (*straight regular and king*) L&M (*filter*) OASIS (*menthol-filter*)
P. LORILLARD	4	4	$ 487.3	KENT (*filter*) OLD GOLD (*regular, king and filter*) NEWPORT (*menthol-filter*)
BROWN & WILLIAMSON	5	6	$ 485.0	VICEROY (*filter*) KOOL (*menthol-filter, straight menthol*) RALEIGH (*filter, straight king*)
PHILIP MORRIS, INC.	6	5	$ 506.4	MARLBORO (*filter*) PHILIP MORRIS (*straight regular, straight king*)[3] PARLIAMENT (*filter*) ALPINE (*menthol-filter*)

1—Rank by total domestic sales. Source: Printers' Ink report compiled by Henry M. Wootten. 2—Rank by U. S. Radio-estimated radio investment. 3—Phillip Morris king replaced by Commander brand. 4—Source: Wootten Report. 5—Blank spaces indicate brand is not a regular user of radio.

the soft sell, with the stress nowadays on taste and pleasure. Several of the reps, however, believe that much could still be done to perk up the pitch.

"Many commercials sound alike, and many still make banal claims," one rep exec says. "Tobacco today is air-softened, vacuumed-cleaned and moisturized. All these claims become meaningless after a while. How many things can you do to the poor, defenseless tobacco."

The best approach, according to this rep, is simple, straightforward copy, stripped of hackneyed claims. "Take Pall Mall, for example," he says. (According to figures released by *Printers' Ink,* Pall Mall is now the country's number one seller.) "Radio's role is to remind, to constantly stress the name. If you keep pounding away at the name without being abrasive, you can do an effective job. I think this is what Pall Mall has shown us."

Moving from the general into a specific analysis of how the major companies buy radio illustrates graphically how some are using the medium more effectively than others.

When asked which company was utilizing radio most effectively, every rep executive cast his ballot for R. J. Reynolds Tobacco Co. According to McCoy, no cigarette maker purchases radio "as intelligently as Reynolds." Reynolds, he says, is the most consistent and heaviest user of radio among the tobacco manufacturers.

ccording to sales, radio use and expenditures

Advertising agency	Unit sales Major brands[4] in billions of cigarettes	Regular radio users Network[5]	Spot[5]
VM. ESTY, N.Y.	66.8	*	*
VM. ESTY, N.Y.	52.4	*	*
VM. ESTY, N.Y.	35.1	*	*
SC&B, N.Y.	67.2		*
BDO, N.Y.	42.5		*
.. GUMBINNER, N.Y.	12.1		*
. WALTER THOMPSON, N.Y.	27.4	*	*
. WALTER THOMPSON, N.Y.	25.3	*	*
. WALTER THOMPSON, N.Y.	1.6	*	*
.ENNEN & NEWELL, N.Y.	38.5	*	*
.ENNEN & NEWELL, N.Y.; GREY ADV., N.Y.	7.9		
.ENNEN & NEWELL, N.Y.	5.6		*
ED BATES, N.Y.	21.5		
ED BATES, N.Y.	14.9		
EYES, MADDEN & JONES, CHI.	9.0		
.EO BURNETT, CHI.	22.0		
.EO BURNETT, CHI.	9.4		
ENTON & BOWLES, N.Y.	8.9		
.EO BURNETT, CHI.	2.6	*	*

Last year, Reynolds, the country's biggest cigarette company, poured about $5 million into spot and network radio, amounting to approximately one-tenth of its total advertising budget.

According to the reps, Reynolds is the only producer that buys a substantial number of franchises with stations throughout the country on a 52-week basis. Some companies will purchase 52-week schedules on a limited basis for specific brands, but Reynolds use is the most extensive.

Depending on the size of the area, Reynolds uses frequencies ranging from 12 to as many as 200 to 300 per week in key cities. As one rep explained it: "First, they may start with Winston for 13 weeks, then switch to Camel for 13, and then to Salem. But, they employ it intelligently, fully utilizing radio's flexibility. For example, if they see that Lucky Strike is heavy at a particular time, they will move in quickly with Camel commercials."

By setting up year-long franchises, Reynolds is not only able to exercise flexibility in schedules, but also receives benefits not granted to competing firms. Since Reynolds is always on the scene, while other companies move in and out, it gets: 1) preferred time positions, 2) better rate advantages and 3) more station interest.

Reynolds has been buying radio on 52-week schedules for about eight years; and as one rep executive says, "the record speaks for itself."

The company has set the pace in the tobacco industry during the past several years and in 1960 it controlled 32.2 percent of the domestic market.

All the reps concurred that Reynolds and its agency, William Esty, are the smartest operators in the smoking business. While several companies are struggling to maintain their positions in the market, Reynolds goes along its merry way, racking up new sales records year after year.

Camel, the second most popular brand in the country, is the best seller among regular size cigarettes. Despite the growing popularity of filter brands, Camel sales showed a two percent boost in 1960. This figure takes on added importance when compared to Lucky Strike, its leading competitor, which tumbled three percent in sales last year.

In the area of filter smoking, Reynolds is far and away the country's kingpin. The one-two combination of Winston in regular filters and Salem in menthol filters hold a firm grip on the market. Winston moved ahead 13.9 percent in 1960, while Salem, the talk of the industry because of its meteoric strides, high-jumped 24.5 percent over 1959.

And this is only the beginning for Salem, the reps say. During the summer, Reynolds pumped a pile of money into radio for the brand, and one rep exec says the campaign resulted in "skyrocketing sales."

'Aggressive' radio

The company credits "aggressive advertising support"—in which radio played an important role—as the primary factor for its impressive showings last year. An excellent illustration of the company's adroit handling of market changes is the way in which it anticipated the boom in filter smoking.

The company first entered the filter field with Winston in 1954 and introduced Salem—the first of the mentholated filter tips—in 1956.

The combined volume of Winston and Salem sales now account for nearly 57 percent of the firm's domestic business. This was nearly 35 percent of the nation's filter tip consumption in 1960. And six years ago, filter tips were unknown at R. J. Reynolds.

As one rep puts it, "Reynolds sets the pace and the rest follow like sheep. They do the best job in pounding away with heavy saturations and copy approach."

Reynolds is a consistent buyer of network programs, which run both in the evening and on weekends. This fall, the company is sponsoring weekend news on NBC *Monitor;* Phil Rizzuto's and Pat Summerall's sports shows on CBS; morning, evening and weekend news on ABC and slots adjacent to news programs on Mutual.

In copy approach, most of the reps preferred Esty's straightforward, simple commercials, with the stress on flavor and pleasure: "Winston tastes good, like a cigarette should"; "Salem refreshes your taste;" "Are you smoking more now, but enjoying it less? [Camel]."

The one dark spot on Reynolds' over-all picture was the dethroning two years ago of Camel as the king of U.S cigarettes. It was toppled by the emergence of American Tobacco's Pall Mall as the nation's number one brand.

American Tobacco is the country's second largest tobacco firm and radio's second best friend among the cigarette makers. American allocated an estimated more than $3 million to radio in 1960, amounting to about one-eleventh of its total advertising budget.

American brands controlled more than 25 percent of the domestic market in 1960, with Pall Mall alone accounting for more than half of the company's output. The rise of Pall Mall is the most significant development at American in the past two years. (According to *Advertising Age*, it has been estimated that one out of every seven cigarettes bought is a Pall Mall.)

Last year, the brand cornered three-fourths of the sales in king size cigarettes, a seven percent increase over 1959. Since 1950, sales for Pall Mall have ballooned 180 percent.

And most significantly for radio, Pall Mall receives the bulk of American's radio budget. According to the reps, it is the company's only brand that is purchased year-long.

Pall Mall flights

In addition to its 52-week franchises, Pall Mall indulges in seasonal flights. In 1960, it concentrated on year-round schedules, but this year the stress switched to more far-reaching flights and less 52-week buys.

By year end, Pall Mall will have hit the airwaves with a total of four flights, including one eight-week junket during the summer.

Pall Mall's method of buying drew criticism from several reps. "Nielsen got a hold on them and now they're only buying the top station in each market on their 52-week purchases," one rep complains. "They can't possibly cover the market if they stick to one station and drive times."

Another rep disapproved of "this slide rule buying based on what some rating service tells them to do. Now, they're switching back and forth between stations according to current figures. This can lead to bad station relations. By cutting down on their 52-week buys, they lose the advantages of rate discounts and time preferences."

During its seasonal flights, Pall Mall does utilize more than one station per market. Since the flights this year are more extensive, the sum total of saturation may be the same as last year, although these figures are not available.

Anyway, as one rep executive says, "now that their buying pattern has changed slightly, it will be interesting to see what happens in terms of sales."

Through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, Pall Mall has not conducted campaigns that appear on the surface as particularly inspired. But, as the reps point out, the pitch is simple and to the point. The copy is repetitive ("Good, good, good . . . . enjoy satisfying flavor . . . . outstanding, and they are mild") but it moves the cigarettes.

Generally, American Tobacco's sales of both filter and non-filter brands increased in 1960. But the company was disturbed by the fall of Lucky Strike from third to fourth among all brands. Winston moved in ahead of Luckies.

Luckies is a long-time friend of radio. At present, it is operating with 13-week schedules in more than 100 markets throughout the country.

Last February, Luckies launched an extensive campaign designed to wrestle back some of the market lost to the filters. The theme of the drive was: "Remember how great cigarettes used to taste? Luckies still do." A substantial portion of the advertising budget for the campaign was dropped into radio and the results have been encouraging.

Tareyton sales gain

American's third leading brand, Dual Filter Tareyton, a solid user of radio, experienced good success last year. This brand, coupled with Herbert Tareyton kings, produced a sales increase of more than 13 percent in 1960.

American also is a big one for sports, rating as probably the largest radio sponsor of baseball, with an interest in the Dodgers, Giants and Braves for Dual Filter Tareyton; and the Red Sox, Indians, Tigers, and White Sox for Herbert Tareyton and Lucky Strike. The firm also helps support the radio broadcasts of the Houston Buffs in the minors.

Moving down the line, the third most consistent users of radio is Liggett & Myers. L&M is the country's

Continued on page 48

WHY PUROLATOR IS SOLD ON SOUND

How radio's polite 'intrusiveness' converts driver apathy to lively sales for oil filters—and the sound ad strategy behind it

THERE'S a brand new advertiser in spot radio this year. And it's spending $750,000, or 80 percent of its media budget, in radio.

The newcomer is Purolator Products Inc., Rahway, N.J., which designed and built the world's first automobile oil filter in 1923, but never tried radio until 1961.

How does Purolator like it? "We love it," says John Puth, advertising manager.

How does J. Walter Thompson Inc., New York, Purolator's agency feel? "We put every dollar we can get our hands on into spot radio," says George Clarke, account executive.

Purolator started its first flight last spring, is just winding up its fall schedule in 81 markets. Sales in June and July, according to the agency, were more active than they had been in years. And Purolator moved ahead in spite of a general decline in auto parts sales this year.

The careful strategy behind the Purolator radio campaigns may well make the company one of the most talked about radio advertisers of the year.

Here are some radio bonuses that joined this strategy with spot:

1. Radio's **"intrusiveness"** as a great personal medium.
2. Radio's ability to deliver a **large marketable male audience.**
3. Radio's ability to deliver this audience, **not only in drive times, but during the weekend,** too.
4. Radio's large **out-of-home** audience.
5. Radio's identification as a **local medium with local personalities.**
6. Radio's broad market **coverage.**
7. Radio's efficient, thorough **merchandising support at local levels.**
8. Radio's **flexibility and economy.**

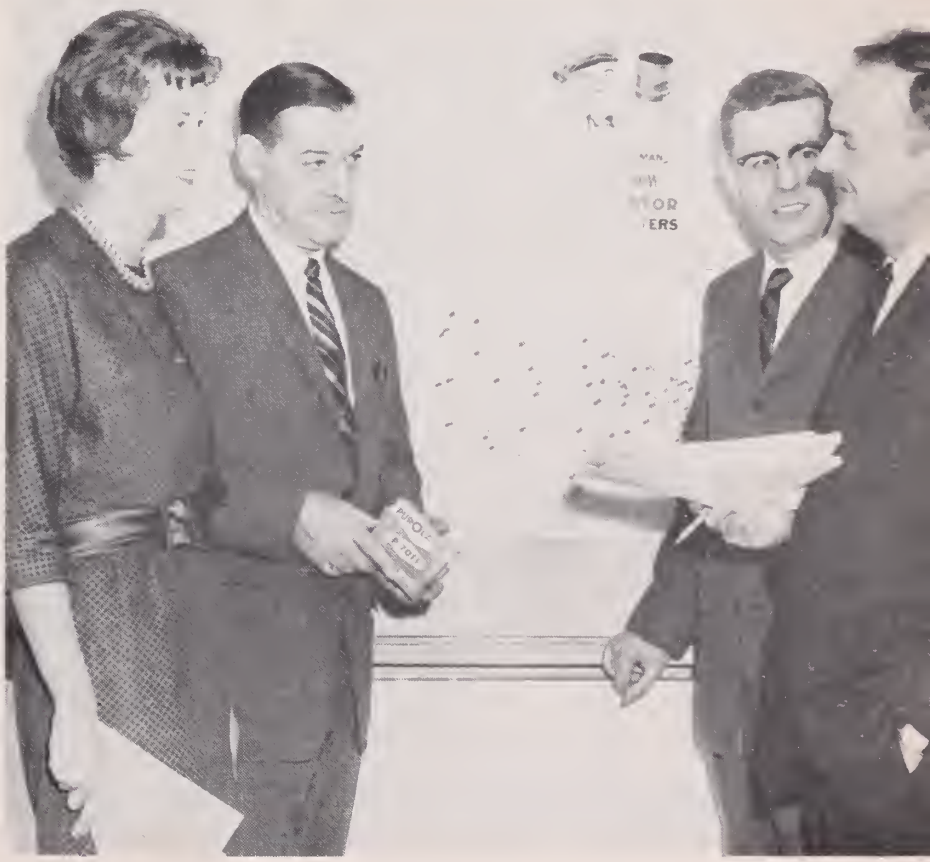
Every one of these eight key radio advantages is being utilized effectively by Purolator and JWT. Here is why.

The Purolator oil filter has been a respected product among auto parts since it was used in the first Chrysler car 38 years ago. Since then it has always held its own, garnering 38 percent of competitive business in 1960, the company reports.

But sales advanced only slightly more than the market grew without demonstrating the sensational gain Purolator knew was possible.

Last year, Purolator and Thompson executives examined the situation and decided to attack it with a change in advertising strategy. They decided that their ad campaigns of the past were no longer adaptable to changing marketing patterns.

George Clarke (r), a.e., tells J. Walter Thompson account group of latest station merchandising activities for Purolator oil filters. Listening are (l to r) Helen Davis, timebuyer; Ed Walker, account supervisor, and Meredith Conley, public relations.



John Puth, advertising and sales promotion manager for Purolator, joined firm in 1955, is on Automotive Ad Council.

"Analyzing our marketing structure," recalls Puth, "we concluded that Purolator sales are ultimately local. Obviously, then, our advertising should be the hardest-hitting on the local level, giving support to dealers who sell oil filters to the public."

The decision to use spot radio was based primarily on the medium's quality of "intrusiveness," according to Mr. Puth. "The agency and the client decided the story could not be told in print because of inherent disadvantages in matching the product and the medium."

Until this year, Purolator advertised nationally in a half-dozen consumer magazines and several trade publications. Network radio spots were bought on NBC *Monitor* sports two years ago, but were discontinued after the success of the first spot flight last spring.

"Through observation of product appeal in print ads," Puth says, "we learned that oil filter ads evoked little, if any, emotional response in consumer-readers. While looking through a newspaper or magazine, the reader registers favorable emotional reaction to such products as cars, appliances, radios, television receivers or furniture.

"He identifies with these products his own material and social advancement. His pleasure in knowing and buying these products indicates he is moving ahead.

"But oil filters," maintains Clarke, "symbolically suggest to the car owner that he is standing still. By replacing a part, he acknowledges that he is not going anywhere."

On top of lesser status, Puth adds, the reader is further discouraged because print copy on oil filters is mechanical and dull.

Where could the company go from here? It needed a medium that was local, attention-getting and reached a a large male audience. It needed to bring the dealer into the campaign personally, for the dealer was the person closest to the sale. And to reach the dealer, the company had to have merchandising and promotion assistance from within and from without.

Although network radio had been fairly successful, it was unable to provide for these local needs. The answer was spot.

In the spring flight (flights were scheduled to accompany the most popular oil-change months), Purolator bought minute and 30-second spots in 63 markets. It was a one-station buy except in heavily-populated urban centers.

"Stations were selected primarily for their ability to deliver a large male audience," says Helen Davis, JWT timebuyer. "Frequencies ranged from 24 to 36 spots a week per market. The spring flight ran for nine weeks beginning March 1. Each station was asked to give merchandising support."

The first campaign went so well, according to Clarke, that the agency increased the markets from 63 to 81 in the second, which began July 1. It ran for seven weeks (two on the air, two off; two on, two off; two on, two off; one on) in flights.

"When we ordered time for the second campaign," says Miss Davis, "we used data on the top 100 gasoline consumption counties from *Sales Management*. We selected most markets on the basis of gasoline sales; however, some were chosen according to Purolator marketing considerations."

To combat the low-interest product image, Purolator and the agency insisted that the commercials be delivered live (partially) and ad-libbed from a fact sheet by a top station "personality." His announcement was preceded and followed by a prerecorded jingle.

Announcers were in on the precampaign visits to each station by the agency, too. In company with the representative, JWT executives visited every station in the campaign and played a four-minute taped presentation. It was written by Ed Rice, JWT executive director, in cooperation with Clifford J. Barborka Jr., then vice president, John Blair & Co. (now president, Better Broadcast Bureau Inc., New York).

The agency asked station sales execs to visit Purolator salesmen (there are 150) and oil company distributors who handle the Purolator filter. Announcers often participated in these meetings.

Purolator salesmen and oil company representatives were asked by the company to call on each dealer. Purolator filters are sold in 90,000 service centers, are distributed by 12,000 handlers throughout the country. Where they are not sold under the Purolator label they may be sold under a private label, such as Standard Oil's "Atlas" trade name. Two-thirds of the nation's oil companies handle Purolator products.

"After all," Clarke says, "we started the campaign on the premise that our sales are local. We had to have the cooperation of the dealer and arouse his interest. Not only were his customers exposed to the commercials; he was and so were his wife and children and neighbors."

A look at a Purolator commercial emphasizes the importance the company attaches to dealer involvement. Copy key is the phrase "Listen to the Man!"

MUSIC: *Purolator*
Purolator
Purolator filters
Listen to the man
Listen to the man
When your service station man
Says change the filter in your car
He's doing you a favor
Listen to the man
Listen to the man
Don't wait till later
Get a new Purolator!
(Note: Feel free to ad lib)

ANNCR: *Yes. listen to the man! Your service station man is the expert on the care of your car. The next time you get your oil changed, and he suggests you change the filter, too —listen to the man—let him put in a new Purolator. Because if you're driving around with a clogged up oil filter, dangerous little pieces of grit and sludge are careening around your motor, scratching and cutting into bearings, rings and pistons. That sort of stuff can lead to big repair bills. So don't wait till later—get a new Purolator. It costs so little and can save you so much.*

MUSIC: *Don't wait till later*
Get a new Purolator!

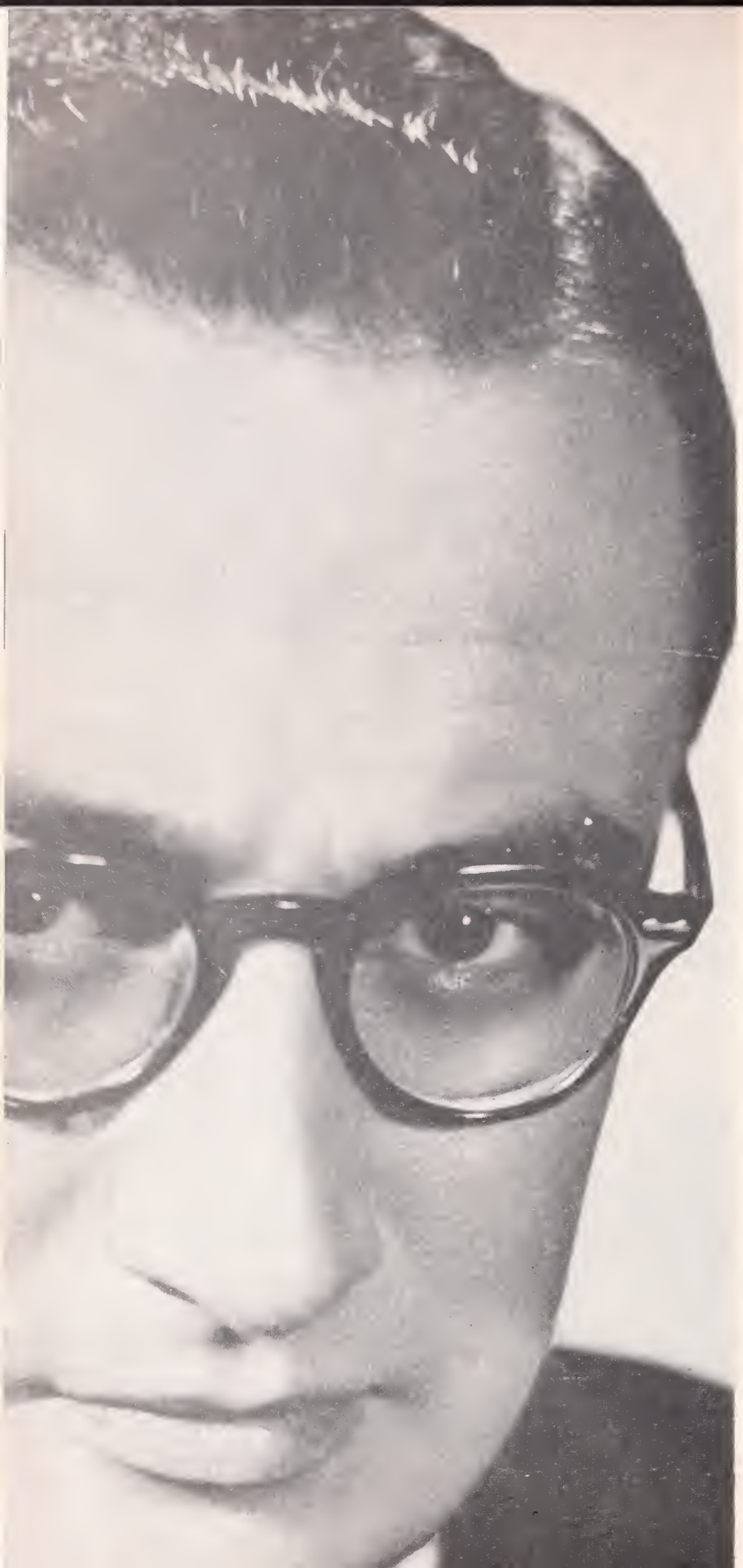
The commercials woo the dealer as much or more than the customer. The reason is found in accessories competition pointed out by John Puth. "Our filter is in competition less with other filters than it is with other automotive parts. Spark plugs and batteries, for instance, are more frequently checked than the oil filter. If the customer forgets to ask for a

Continued on page 49

Announcer (l) agrees with James B. Lightburn, v.p., Purolator, that "now" is the time to change Purolator filters. Air personalities gave on-air and off-air support all over the country.

First Purolator billboard was unveiled on Route 130, Trenton, N.J., by Lightburn (l) and Puth. Billboard is one of 600 placed on major inter-city arteries to give visual impact to listener-motorists.

A 1915 Model T Ford is unique advertising vehicle used by San Francisco station to promote Purolator campaign. Del Gore, general sales manager, KGO, toured gas stations to remind dealers of Purolator air drive. His effort for client, are typical of 97 stations throughout the U.S. Rose Cantania turns the crank.



EVERYONE..

By Howard W. Coleman

Promotion Director
WTCN Radio and Tv
Minneapolis, Minn.

Howard Coleman jumped from a steady, lifetime opportunity job as a high school band instructor ("Not much pay, but the prestige was a great take-home item with the family") to editorship of a regional home magazine ("Going great 'til the publisher went south with the funds").

Joining NBC Chicago as a publicity writer for such network shows of that era as Ding Dong School, Zoo Parade, and Kukla, Fran and Ollie, Coleman retrospectively says he "survived five presidents in six years" while filling a variety of jobs. Among them: promotion manager for the debut of color tv in 1956 and, later, as station manager of the NBC o and o there, WMAQ Chicago.

Since then he's been a doctoral candidate in communications arts at Michigan State U. and a public speaker before civic, educational and business groups. His current theme on the PTA circuit: "We ain't as bad as all that!"

..BUT EVERYONE...
...IS A RADIO MUSIC EXPERT!

If you work with so-called music experts who think any musician since Sigmund Romberg is—at the very least—an existentialist, you'll sympathize with these memoirs of one radio station man. His legion, however, is manifold.

EVERYBODY knows about music on radio. Formulae for what to include in a typical half-hour of programing are in the files of every self-respecting rep firm, regional-to-medium ad agency and group operation headquarters in the country. They cover all program elements *other* than 12 one-minute announcements, a 30-second and a following id at the half-way point to accommodate some idiot who thinks he can get a message over in 10 seconds, an et of Smokey Bear, two fund appeals and an ad-lib for the National Safety Council (The life you save may be your own —heh, heh, folks).

Well, *almost* everybody knows about music on radio.

And, even if you don't, it's no major trick to look deeply into your drink, jiggle the ice clockwise, and mutter something about "Top Twenty" or "Top Forty *plus* the Golden Memories platters" or (and this takes *two* jiggles clockwise, a silently-contemplated after-whirlpool and a worldly sigh) "Top Forty, with a dash of the memory-joggers, and for a bit of frosting. a touch of authentic Dixie—it's absolutely the end!"

But what of those middle-ground stations—non-formula if you will—from purely local, network-affiliated outlets all the way to 50,000 watters? What of the adult (uh-*dulht*, *ay*-dult or *ahh*-dolt depending on where you live) musical teapots and their tuneful fare?

They program their music, in my highly personal and possibly unfortunately educated opinion, in about 90 per cent of all cases by PMP.

What's a PMP? Personal Music Prejudice, that's what.

The kind of individualized statement of opinion that usually begins with "I don't know much about music, but I know what I like. . ." The danger is that all too often the implied conclusion is ". . . but I know what the *pee*pul like."

Now an instant disclaimer: this is not to deny the value of personal opinion, of seat-of-the-pants hunches or of experimental programing. But never forget that these hunches—the decisions made to back the musical, record the hit tune, or pick the pilot film that pulls the top Nielsen—are educated hunches.

Even the most professionally educated of hunch players gets the seat of his grey flannel overalls scorched in the course of his hunch playing. It's his batting average that dictates whether the overall label reads Brooks Brothers or Robert Hall.

But, returning to radio music and all the PMPs, I recall some PMPs I have known—men of broadcast authority who have had (but, by no small coincidence, no longer have) influence on and control of music programing.

There's the attorney who went on to large administrative things.

By dint of pulling the cart for the bass drum at a good college, he qualified himself to pass on the music programing of five of the largest stations in the country. "Use 'Gaslight Music,'" he "adult formulized," explaining that he had read a "most significant" trade story of a New York indie that did this with success.

Harrassed program managers 3,000 miles away never knew whether to play music of the Nineties, arrangements that made the lights flicker or to hire the pianist from the local branch of the Gaslight Club.

"Live music," the Tin Pan Alley barrister announced on another occasion (eyeing the budget of a staff orchestra), "can *never* be as good as recorded music. Just think of the wide range of really beautiful performances you have in your libraries —Guy Lombardo, Lawrence Welk, Wayne King, Lester Lanin. . ."

Or, consider the station executive who kept insisting that all he ever heard on his frequency was "uneven, sharp line, trapezoidal music." Not able to find anything he liked in over 50 selections auditioned for him, he finally announced: "Look, fellas, just get rid of these shapes that hurt and give me *round* music!"

(Five years later, in an alcoholic grotto near a network o&o, there is

Continued on page 50

"Who's a grump?

1. "Sorry, Jean, does it show that much? Fact is I'm at my wits' end with the campaign we designed to show the superiority of our medium.

2. "Sounds crazy but our problem is too *much* superiority – *six* sales points where we're clearly ahead. I run a dramatic ad on each point each month. But any one of the *other* points may be the *biggest* one to *some* of our prospects at that time.

3. "Remember the last ad you typed up? I tried covering *all* the points in that one, but our story's too complicated to dramatize more than one point in an ad with real impact.

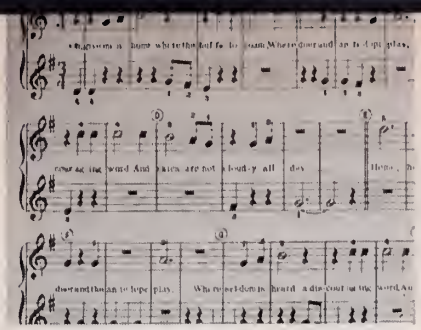
4. "What's worrying me is that our prospects won't remember the other points of our story from one ad to the next. And the ones they forget may be the very reasons they buy some other medium. How can I cover all the points at once?"

5. "So that's why you've been grumpy! And *your* memory is short, too, Mr. Archer. A week ago you asked me to check the sources of requests for information. Quite a few people who said they wanted more information mentioned our one-point-at-a-time ads in SRDS. They wanted more than we gave them . . ."

6. "SRDS, of course! The solution was right here all the time. SRDS is the one place we can put *all* the sales points in every ad. That's where our advertisers go to compare *all* important points when they're buying. Wouldn't be surprised if our 'hold back' ads have made some of them grumpy! Jean—how

7. *With competent, strategically placed information in SRDS*
YOU ARE THERE
selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.
the national authority serving the media-buying function
C. Laury Botthof, *President and Publisher*
5201 OLD ORCHARD ROAD, SKOKIE, ILL. • YORKTOWN 6-8500
SALES OFFICES – SKOKIE • NEW YORK • ATLANTA • LOS ANGELES



FACTS ON 'LIFE'

COMMERCIAL CLINIC

For most people on Madison Avenue, Monday morning is a dreary time filled with yawns and drooping eyelids, but for a small group at Young & Rubicam, the first day of the week may find them involved in a strange variety of activities.

These chores range from simulating the yells of a screaming mob of aborigines attacking a group of missionaries in Afghanistan to chatting on the phone with Marilyn Monroe.

This all occurs in the course of a normal Monday in the life of the men and women at Y&R who write and produce commercials for *Life* magazine. Creating commercials for *Life* involves one of the toughest grinds in the industry.

Each week an average of four new commercials, three minutes and one 30-second, strike the radio waves plugging the magazine. All the commercials are written, recorded and approved by the client during a span of about eight hours on Monday from 10 to 6. This includes time off for lunch.

"*Life* magazine is a strange product," says Walt Eckley, production chief at Y&R, "because it keeps changing from week to week." This wasn't always the case. Several years ago, the magazine ran institutional commercials that contained the same copy throughout a particular flight.

But two years ago, the magazine decided to add some life to its radio commercials. *Life* worked out a schedule with the agency that enabled it to hit the public with a new series of commercials each week, plugging the articles in the current issue.

The schedule that evolved resulted in what might be a unique situation in advertising. "This probably is the only place in the industry where the client never sees the copy before it's recorded," says Sam Miller, copywriter for the commercials. "The client doesn't have any idea what we're going to tape."

The first the people at *Life* hear the commercial is about 5 on Monday afternoon. A direct line is hooked up from the recording studio to the offices of Bill Sherman, assistant to the promotion manager at the magazine.

After the initial hearing, Sherman may suggest changing certain words or phrases or altering the speed of delivery. The tapes are immediately patched up according to his instructions and then wired directly to the CBS and NBC networks. They hit the air Tuesday morning at 6:30.

At present, the commercials are running on CBS owned stations in seven major cities. However, according to Miller, the magazine has in the past, and will probably in the future, increase the schedule to cover the entire CBS and NBC networks.

The announcements are broadcast early in the morning from 6:30 to 8:30 to catch the family while eating breakfast and in the early evening from 5:30 to 8:30 when everyone is munching dinner. The commercials are aired around news programs, at the rate of about 40 per week for each market.

Miller receives his first inkling of what is appearing in the next issue on Thursday mornings when he attends a meeting between the *Life* editorial and promotional staffs.

But, as Miller says, "the meeting only gives me a rough idea of the next issue. I usually take my notes home over the weekend, and think about it a lot, but I don't get much written. The late news breaks—the Berlins, the Laoses, the Khrushchevs come in late—and I really can't get started until Monday morning when we get a full set of proofs from their plant in Chicago."

Miller gets the proofs around 10 or 11, and at 2 he, Eckley, an announcer, an actor or two, and two assistants set up shop in the recording studio.

While the recording session proceeds, Miller is still rewriting, not only to cut for time but also to revise content. Everyone chips in with suggestions and it quickly turns into a coffee klatch.

During the past two years, the commercials have contained the actual voices of people like Harry Truman, Bob Hope and Marilyn Monroe and many sounds in the news including a St. Patrick's Day parade and Princess Margaret's wedding.

In a recent broadcast, an actor imitated the voice of a Nashville divorce lawyer who was quoted from a recent *Life* series on "Love and Marriage."

In a raspy drawl, he began: "Some of the most hopeless marriages I've ever seen come from too much drinking. A couple goes out for a date and wakes up to find out they've been married—though they can't remember why or where." At this point the announcer booms in: "That's a quote from Jack Norman Sr., of Nashville, Tenn.—one of the nation's busiest divorce lawyers who this week talks about divorce in Part 3 of *Life* magazine's series on love and marriage."

The drawl picks up again: "Divorce can come to anybody. In my years I've seen 'em all—society ladies, scrubwomen—even had a fourteen year old girl want a divorce—I can tell you these case histories don't make pretty reading. One big trouble is, too many people get married these days for the wrong reason. It's remarkable how many girls marry a man they don't love just to spite another man." A quick plug for *Life* winds up the minute. ■

RADIO FOCUS/IDEAS

COPY OF *"Man in Space" album, recording of astronaut flight on WHK Cleveland, goes to Mayor Selebreeze, r, from Jack Thayer, WHK v.p.-g.m.*

ANNUAL GAVEL AWARD *of American Bar Assn. goes to Robert Hyland, l, g.m., KMOX St. Louis, from ABA Pres. Whitney North Seymour, marking the station's law documentary.*

20th ANNIVERSARY *at KNBC San Francisco for Sunday series, "San Francisco Story," which won state fair special award for culture, is marked by, l to r, W. B. Decker, KNBC g.m.; F. M. Donahoe, pres., Citizens Federal, sponsors; Hal Walker, v.p., Botsford, Constantine & Gardner agency; William Andrews, KNBC a.e.*

CHICAGO AGENCY *and client personnel attended a day-long whinding of WBBM. Among the guests, l to r, Roy Lang, BBDO a.e. on Pepsi Cola; Jerry McGuire, PC ad mgr.; Lucille Paul, and Ed Wygert, Pepsi-Cola v.p.*

"STAY IN SCHOOL" *drive of WABC New York was launched in Coliseum, introduced Mayor Robert Wagner, r, MC Herbert Oscar Anderson.*

ELECTRONIC *"weather watch" at KGO San Francisco is atop building, relays current temperature, Gen. Mgr. Elmer O. Wayne reports.*

SEE YOU IN JANUARY

That's when the new-style, new-year version of U. S. RADIO will make its debut, complete as a specialized service designed to prove radio's unique greatness and values to agencies, advertisers, and broadcasters.

U. S. RADIO becomes a bi-monthly publication then, designed, researched and written for the busy advertising professional who wants in-depth reporting and analysis on vital topics in easy-to-read form. This October/November edition of U. S. RADIO marks its end as a monthly magazine in this form.

Among the new all-industry, all-advertiser reports now being readied for you:

- Industry studies on the Image Of Radio, on the growing need for and importance of automation, on the many program and commercial services which make modern radio operative and effective.
- Advertising studies on radio's most important advertisers – the gasoline and oil companies, drug and toiletries, food products and supermarkets.

The new U. S. RADIO will be distributed free to all SPONSOR subscribers. Extra copies will be available at $1.00 each.

LOOK FOR U.S. RADIO'S NEW LOOK . . . STARTING WITH A LATE JANUARY EDITION

RADIO FOCUS/PEOPLE

QUICK WEEKEND *zoom to the west coast was Daren F. McGavren idea for his sales staff to see McLendon stations XTRA Los Angeles and KABI. San Francisco. L to r, Mike Schwartz, Ralph Conner, Monte Lang, Gerry Mulderrig, Don Wilks, Roger Hudson with hostess.*

TWENTY-FIVE *years as a radio farm specialist saw Herb Plambeck, farm service director at WHO Des Moines, honored at a surprise dinner for 450 guests. Among his many gifts: a trip to Europe. He directs more than 70 farm shows every week.*

AUTHOR *James Michener shares talk of experiences with students on WTTM Trenton, N. J.'s "School Scoops," on the air nine years as a showcase for high school editors in the area. At left, Tom Durand, program moderator of the half-hour show.*

GOURMET *David Wade, r, who broadcasts food tips on ABC's "Flair," gets award from Sponsor Neal Hall, Lone Star Gas, l. Show is on WFAA Dallas.*

SYRACUSE U. *football games are signed for by W. G. Breeze, Schuler's Foods, c. with Bob Wolf, l, Hutchins Adv.; H. Giourard, r, Northeast Radio Network.*

BURDEN OF FAME *is carried by Reb Foster, KYW Cleveland personality. It's a 6'6" trophy presented by the city's recreation department for his baseball support.*

RADIO FOCUS/ideas

Agencies

Hy Schneider, an associate director of merchandising at **Lennen & Newell**, New York, since 1958, named an account executive on the Benrus Watch Co. account . . . . **Louis Meisel** moves to the **Charles Jay Co.** New York, as executive v.p. in charge of a new package goods division specializing in the food and drug field. . . . **Donald Daigh** appointed writer-producer in the creative radio and television department of the **D'Arcy Advertising Co.**, New York. . . . **John E. Sutton**, formerly of Grant Advertising, joins **BBDO**, New York, as an account executive on the New York Telephone Co. account. . . . **Keith Holden** promoted to the post of assistant director of the radio and television department at **W. E. Long Advertising**, Chicago. . . . **Jane M. Sarin** elected a v.p. of **Eldridge Advertising**, Trenton, New Jersey. . . . **Robert M. O'Brien** moves over from BBDO to join **DCS&S** as a field account exec on the Jackson Brewing Co. account. O'Brien is based in Dallas. . . . **James F. Ryan**, a v.p. and account supervisor at **Donahue & Coe**, New York, elected a member of the agency's board of directors. . . . **Al Cosentino**, formerly at Benton & Bowles, named traffic manager at **Papert, Koenig, Lois**, New York.

Representatives

Robert L. Stricklin terminates his asociation with the Kenyon Brown Stations and takes over as manager of the Los Angeles Western Sales Division of **Forjoe & Co.** . . . **Roger Sheldon** promoted to the position of mid-western radio sales manager of **Adam Young**, Chicago. . . . In another move at **Adam Young**, **Peter S. LaBruzzo** joins the firm's radio sales staff. . . . **William L. Lauer** appointed manager of the Detroit national sales office for **WNEW** New York. . . . **Bill Meyer** added to the sales staff of **Torbet, Allen & Crane's** Los Angeles office. . . . Four new sales executives added to the new RKO General national sales division: **Edwin C. Metcalfe** and **Robert L. Fox** set up shop in Los Angeles and **Calvin Copsey** and **Alfred Racco** did likewise in San Francisco. . . . **Thomas P. White** appointed account executive of **Adam Young**, New York. . . . **Richard E. Charlton** named manager of the Chicago office of the **Henry I. Christal Co.** . . . **James M. McMullin** appointed a radio account executive in the New York office of **Advertising Time Sales**. . . . **S. James Matchett** joins the sales staff of **Robert E. Eastman & Co's** Chicago office.

Stations

Sam Sherwood, air personality at **KDWB** Minneapolis-St. Paul, appointed program director of the outlet. . . . Three changes at **KNX** Hollywood, flagship station for the **CBS Radio Pacific Network: Frank Oxarart Jr.** promoted to the position of national sales representative for both the Pacific network and KNX; **Sherril Hops** becomes promotion and merchandising manager for the station; and **Hank Weiss**, national sales representative for KNX and the Pacific network, moves to the post of account executive. . . . **James A. Beatty** takes over as manager of merchandising for **WNBC** New York. . . . **W. Emerson Rhodes** joins **WSAI** Cincinnati as community relations director. . . . **Arthur Sobelman** joins **KLIV** San Jose as sales manager. . . . **Robert A. Hinners** takes over as v.p. and station manager at **WWIL** and **WWIL-FM** Fort Lauderdale. . . . **John E. Donofrio** moves in as general manager of **WPFM** Providence. . . . **George W. Cyr** appointed director of programing and operations for **WGBI** Scranton-Wilkes Barre. . . . **Herbert W. Crosby** promoted to the position of sales manager of **WCSH** Portland, Me. . . . **Gerry Desmond**, air personality at **WEOK** Poughkeepsie, N.Y. named program director of the station. . . . Two changes at **WMGM** New York: **Arthur J. Wander** named assistant to the director and **Rick Sklar** appointed program director. . . . **Murrell Foster** named manager of **KFMN-FM** Abilene. . . . **Bill Jones** appointed program manager of **KRAK** Sacramento. . . . **W. W. Connell** named program director at **KXOK** St. Louis. . . . **Arthur H. Simmers** moves from WWIZ Lorain, Ohio to the post of commercial manager at **WQSR** Syracuse. . . . **Gene Reynolds** appointed manager of **KFSA** Fort Smith, Ark. . . . Three changes at **KNUZ** and its affiliate **KQUE-FM: Jim Scott** named commercial manager of the fm outlet; **Forrest Patton**, former commercial manager for KNUZ and KQUE, appointed to the post of director of sales for both stations; and **Weeb Hunt**, program director for the fm stations, named to the post of program director for KQUE. . . . **Hal Hirschmann** named sales manager of **KROD** El Paso. . . . **Robert Knox** moves into the newly created post of director of broadcast standards and public affairs at **WIBG** Philadelphia. . . . **Phil Leopold** trots over from WINS New York to take over as director of sales development and advertising at **WABC** New York. . . . **Gene Roper** appointed headquarters program advisor for **RKO General Inc.**

Industry

William J. Callahan Jr. of SSC&B re-elected president of the **Marketing Research Trade Assn.** . . . **Grafton P. Tanquary**, director of marketing for the Component Group of **Litton Industries** at Los Angeles, named chairman of the RF Transmission Components Section of the **Electronic Industries Assn.** . . . **George Woolery**, director of public relations for Playhouse Pictures, named publicity chairman of the second annual International Broadcast-inf Awards competition, sponsored by the **Hollywood Advertising Club.** . . . **Robert W. Bledsoe** and **Eugene L. Reilly** started **Marketing Strategy Inc.**, a new market and consumer research organization with office in Detroit, New York and Los Angeles. . . . **David A. Negrey** appointed western regional sales manager of the **Olympic Radio and Television Sales Corp.** . . . **Robert Mensch** appointed national supervisor of sales for the **Sony Corp. of America.** . . . **Robert W. Carr** appointed manager of product development at **Shure Brothers Inc.**, Evanston, Ill. . . . Two new executive positions created at **ITA Electronics Corp.: Joseph Novik** becomes a v.p. and ITA's executive representative in Washington, D.C., and **Eliot S. Baker** also becomes a v.p. and the firm's industrial and government sales manager. . . . **Quentin L. Harvell**, formerly director of market research and promotion for the Indian Jute Mill Assn., named assistant to the president of the **Advertising Federation of America.** ■

WTIC –
POLITZ STUDY*
TAKES A NEW
AND CLOSER
LOOK AT
RADIO LISTENERS
IN RICH, RICH
SOUTHERN
NEW ENGLAND

* YOU, TOO, MAY TAKE A LONG LOOK AT THIS IN-DEPTH AUDIENCE SURVEY. JUST CALL YOUR NEAREST HENRY I. CHRISTAL OFFICE

DINING
at New York's elegant
MALMAISON
is a delightful experience

MALMAISON
RESTAURANT

10 East 52nd St., New York

LUNCHEON...COCKTAILS...DINNER
At the piano: Jules Kuti, 5 to 11 P.M.
PLaza 1-0845 • Closed Sundays

NAMES & FACES

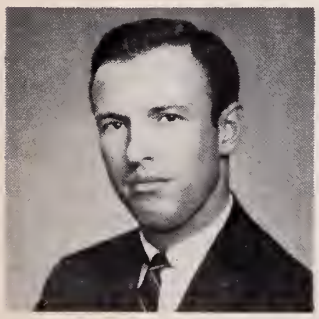
Robert R. Pauley, vice president in charge of ABC Radio network, has been elected president of ABC Radio. Pauley is a long-time veteran in the area of broadcasting and advertising. After he joined ABC in 1957 as an account executive, Pauley rose rapidly in the ranks. He was named eastern sales manager in 1959 and became vice president in charge of the network last year. Previously, Pauley worked as an account executive for the CBS and NBC radio networks, WOR New York and Benton & Bowles, New York. According to Simon B. Siegel, executive vice president of American Broadcasting-Paramount Theatres, owner of ABC, Pauley's leadership is one of the primary reasons for the network's 30 percent increase in sales over last year.

Frank G. Boehm, one of the pioneers in the development of modern research techniques in the radio field, has been appointed director of research and promotion for the national sales division of RKO General Inc. Boehm has shown a rapid rise in the broadcasting field. As late as 1953, he was working as a guide for NBC, conducting tours through the network's New York offices. From there, Boehm moved to ABC Television as a member of the research department and in 1956 he joined Adam Young Inc., New York. One year later, Boehm was made v.p. and director of research, promotion, and advertising for the company. During his five-year tenure with Adam Young, he developed research techniques that helped clarify the scope of the radio audience.

Vincent T. Wasilewski, a member of the staff of the NAB for the past 12 years, has been appointed the organization's executive vice president. In his new position, Wasilewski becomes the chief administrative officer under NAB President LeRoy Collins and will act in the president's absence. Wasilewski joined the NAB's legal staff in 1949 and rose quickly in the organization. He was named chief counsel in 1953, government relations manager in 1955, and was promoted to the rank of vice president in 1960. In announcing Wasilewski's appointment, Collins praised the new executive officer for "his conspicuous competence in the area of government relations, his intimate understanding of the broad range of political problems confronting broadcasters and his fine leadership qualities."

Lawrence W. Bruff, director of advertising for Liggett & Myers, has been elected vice president in charge of advertising for the cigarette company. Bruff has served as director of advertising since 1953. Liggett & Myers is an important user of radio, having poured in an estimated $2.5 million in spot radio last year, primarily for the company's Chesterfield and L&M brands. However, the company has been faced with slipping sales and recently shifted its Chesterfield, Duke and Oasis accounts from McCann-Erickson Inc. and its L&M account from Dancer-Fitzgerald-Sample to J. Walter Thompson Inc., New York. This move, coupled with Bruff's promotion, could foretell a change in overall advertising strategy.

John W. Kluge, president of Metromedia Inc., has announced the purchase of another radio station in his firm's growing list of holdings. Kluge, the driving force behind one of the country's fastest growing broadcasting groups, bought KMBC Kansas City, Mo., bringing to ten the number of stations under Metromedia control. Kluge's broadcast experience spans a period of 14 years. During that time, he has been connected with ten different broadcasting concerns, holding positions ranging from president and partner to major stockholder. In 1959, Kluge purchased controlling interest in Metropolitan Broadcasting Corp., which became a division of Metromedia. In less than a year after Kluge took over, Metropolitan doubled the number of its stations.



Robert Richer, who feels that the future of fm lies in highly specialized programing, has formed Robert Richer Representatives, New York, a new firm that will rep stations broadcasting only modern jazz. It's Richer's idea that fm stations broadcasting a balanced format will be suffocated by stronger am outlets. The answer, says Richer, is strict specialization. Richer picked modern jazz as his specialty because it is a field that "has a future and has not been fully exploited." Richer contends that modern jazz programing reaches more of fm's high income audience than any other form of fm programing. He formerly created and produced a jazz program on the ABC Radio network, headed national sales for Riverside Records, and sold radio for Adam Young Inc.

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

IN Hartford - (CONNECTICUT) WPOP
IN Kansas City - KUDL
IN Los Angeles - (SPANISH LANGUAGE MARKET) KALI
IN San Francisco - (SAN MATEO) KOFY

★ TOP RATINGS IN AUDIENCE
★ MORE LISTENERS PER DOLLAR
★ SPONSOR PREFERENCE AFTER TRYING "BOTH" STATIONS

BECAUSE WE PROGRAM TO PLEASE LISTENERS AND TO PROMOTE SALES

For facts & figures CALL
A TELE-BROADCASTER STATION

INTRODUCING THE NEW
DRYDEN-EAST
HOTEL
39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single $15 to $22 Suites to $60
Special rates by the month or lease

Robert Sarason, General Manager
ORegon 9-3900

TIMEBUYS

Continued from page 11

midwestern state. The goal involves using radio and newspapers to follow with "rifle-shot precision on the heels "of 10 European travel specialists who, with representatives of Icelandic and the Colton agency, will tour 120 cities and towns in Wisconsin. According to the agency, the success of this campaign will determine its radio plans for the future. W. J. McDonald is the contact.

P. LORILLARD CO.

Agency: *Lennen & Newell, New York*

Product: YORK CIGARETTES

With the introduction of its new "imperial" size brand, Lorillard is running heavy saturation test campaigns on radio in New York and Chicago. Radio plans for the future, however, are still in the planning stage. According to the company, the York brand features the first increase in cigarette length since the king-size smoke was introduced in 1938. The present radio drives are based on the pitch: "York . . . the first imperial size cigarette . . . uses its imperial length instead of a filter to make rich tobaccos taste mild and smooth." Herb Zeltner is the contact.

MORTON MANUFACTURING CORP.

Agency: *Lawrence C. Gumbinner, New York*

Product: CHAP STICK PRODUCTS

With frigid weather rapidly approaching, the lip and hand product opens its annual campaign at the end of this month. The promotion will infiltrate the top 50 markets. Frequencies for the one-minute commercials will vary from 10 to 30 per week. Anita Wasserman is the timebuyer.

PARKER GAMES

Agency: *Badger, Browning, Boston*

A five-week campaign that will run through Christmas will probably be launched during the middle of next month for the game maker. A substantial number of markets throughout the nation will carry the commercials.

PHARMACO INC.

Agency: *N. W. Ayer & Son, Philadelphia*

Product: FEEN-A-MINT

A 13-week campaign that will run to the end of the year is presently burrowing the country for the chewing gum helper. Announcements are being broadcast in 70 markets—the majority of them targeted at the Negro audience.

U.S. TOBACCO

Agency: *Donahue & Coe, New York*

Product: MODEL PIPE TOBACCO

The country's ninth largest tobacco manufacturer begins a series of three flights at the latter part of this month involving about 40 to 50 markets. The flights will be run as follows: October 30 for three weeks; December 6 through December 12; and December 18 through December 22. About two stations per market will carry the one-minute ets. Phil Brooks is the timebuyer.

VICK CHEMICAL CO.

Agency: *Morse International*

Product: MEDICATED COUGH DROPS

Vick's cough drop product will saturate a number of markets scattered around the country beginning in the early days of next month. The drive will extend for approximately ten weeks. Mary Ellen Clark is the timebuyer.

WHEATENA CORP.

Agency: *Charles W. Hoyt, New York*

Product: WHEATENA CEREAL

The cereal producer is currently peppering about 20 markets throughout the country in the first flight in a series of two. The present flight, utilizing about 40 stations, will run through November. Frequencies range from 5 to 25 commercials per week, depending on the size of the market. The announcements are broadcast during late morning hours to capture the housewife. The second flight picks up at the beginning of next year and will run for six weeks. Doug Humm is the timebuyer. ■

LETTERS

Continued from page 12

A BIRD AT HOME . . .

August issue crows . . . "Motorola gives heavy billboard promotion to its fm radios." So this is wonderful? I'd say most of the effort is wasted since the average motorist, if he does see the billboard, little knows or cares about fm.

Motorola would be better using fm radio to promote car sets to the very people who like and listen to fm at home, and are more likely to be encouraged to extend their enjoyment to their car riding.

A. A. McDERMOTT
Radio & Television Sales Inc.
Toronto

BIG VOICE ON LOCAL ISSUES

Compared to newspapers, the arch competitor of broadcasting, radio has been singularly gutless in failing to avail itself of the powerful area of influence it enjoys in other fields, namely, commercial.

I disagree with certain aspects of your article, *How stations show leadership by taking sides* (U. S. RADIO, July 1961). Taking a position is most certainly the heart of editorializing. Yet one need not always approach an editorial with the thought in mind, "Am I qualified to launch a crusade on this subject?" such as your article implied. Some of the most enthusiastic response I have had has been on certain local human interest comments, certainly of less importance than a major public issue as such.

If one waits for a great issue to emerge before he comments, he will be sharply limited in the frequency of occasion to comment. My editorials have been praised on the requirements of a five-day week schedule and a self-imposed limit of 90 seconds per editorial. If a subject is too involved to cover in 90 seconds I write a "series" which is aired until the subject is covered. Exercising a sharp discipline of verbiage, the most any subject has required so far is a series of three in order to cover it.

Using established communication practices, I tape each editorial and air it four times on the day of its scheduling. Equal time for comment or opposing opinion is offered each day. So far, only one party has availed itself of this privilege. The question has been asked: "How in the

world do you find enough subjects to fill a Monday through Friday daily schedule of editorials?" The answer: Within a few weeks of the beginning, citizens of my community have phoned, written or approached me personally with more things to write about than I have energy.

Granted, an editorial writer must be a fairly prolific writer to tackle the chore, but if we broadcasters aren't in the communications business, then how else can you better define it? This may emerge as a new requirement for the successful broadcaster. If so, this is an advantage to people of my particular aptitude.

The impact on my community has been very gratifying. No one issue I have presented has exploded into a world-shaking movement. But, conversely, I have rarely broadcast an editorial that hasn't drawn some comment. And in a city with only one newspaper and therefore only one editorial point of view, we have had a most pleasant reaction from the public at large and the commercial community for our initiative in challenging that newspaper on issues that we feel are especially biased and poorly presented.

WIN MARKS
Manager
KBOY
Medford, Ore.

EXPOSING THE PROOFREADER

Your September issue featuring *Radio in the Public Interest* was indeed impressive. However, we were saddened to find WWDC Washington listed in the "no" column under the question "Does the station air editorials?"

Indeed we do—about 10 a day, seven days a week, fifty-two weeks a year—ever since 1958. In fact I have talked on broadcast editorializing to several state broadcasters' associations and at the Westinghouse Conference on Public Service in San Francisco.

So please correct the impression that WWDC is not an editorialist.

BEN STROUSE
President
WWDC Washington, D.C.

LIKES HIS WORK

The article on editorializing in your August issue is very interesting. I cannot understand, however, why KVOO (Tulsa) is not listed among the stations that editorialize.

We have been doing a daily editorial since July 1959. My editorials have been highly successful. Several have appeared in the Congressional Record. Community groups have organized as a result of two editorials. Daily mail and calls concerning my editorials almost constitute a "second" job at the office.

Editorial subjects run from local to state, national and international matters. I write and present them twice daily, 7:15 a.m. and a repeat at 12:15 p.m. The average length is two minutes.

Keep up the good work for radio!

GUSTAV K. BRANDBORG
V.P. and General Manager
KVOO Tulsa

GROWING UP IN GRAND JUNCTION

I have read with great interest your excellent article on broadcast editorializing. I agree wholeheartedly with your own editorial on the subject *The Chance to Be a Man* (August 1961).

I couldn't help but think how the article fits the history of KREX (Grand Junction, Colo.) and station owner Rex Howell. He was probably the first Colorado broadcaster to editorialize. He did it in defiance of J. Lawrence Fly's edict of the forties. He was in the forefront of the fight to establish broadcasters' rights to express editorial opinion (Mayflower Decision).

Your article will do much to encourage alert broadcasters to speak their minds on controversial issues and gain the awakened "sense of new responsibilities." If enough broadcasters respond, radio will truly provide a whole new dimension of service.

ROY H. ADAMSON
Secretary-Treasurer
Western Slope Broadcasting Co.
Grand Junction, Colo.

FIRST, BUT NOT LEAST

(Ed. note: The following letter from the FCC is in reply to a U.S. RADIO query on the first fm station licensed which is still in operation.)

Commission records show the following information on the currently operating fm broadcast stations in the U.S.

Call letters: WJBO-FM; *location*: Baton Rouge, La.; *date application for license filed*: June 12, 1941; *date application for license granted*: November 18, 1942.

WWSW-FM Pittsburgh; August 28, 1941; May 20, 1942.

WWJ-FM Detroit; October 16, 1941; March 23, 1943.

WEFM Chicago; October 17, 1941; January 15, 1942.

WHFM Rochester, N.Y.; October 23, 1941; January 29, 1942.

WFIL-FM Philadelphia; March 13, 1942; September 9, 1942.

WGFM Schenectady, N.Y.; July 22, 1942; September 9, 1942.

As can be determined from the above tabulation, WEFM Chicago was the first and thus the oldest licensed operating station; WHFM Rochester was the second licensed operating station; WWSW Pittsburgh was the third, and so on.

The commission records readily available do not indicate the date any of the stations actually were authorized to begin broadcasting after applications for licenses were filed. However, in most cases at that time, authority was given almost immediately upon the filing of an application for a license to operate.

BEN F. WAPLE
Acting Secretary
FCC
Washington, D.C. ■

KEEP YOUR EAR ON . . .

RADIO PULSEBEAT NEWS

Bringing the news sounds of the nation ALIVE!

—SOUNDS THAT ATTRACT LISTENERS
AND RING CASH REGISTERS—
JOIN THE GROWING RPN FAMILY OF STATIONS NOW!

RADIO PULSEBEAT NEWS
153 - 27 Hillside Ave., Jamaica 32, N. Y.
AX 1-4320 (For Sample Feed—AX 1-6677)

RADIO HIGHLIGHTS: 1957-'61

IN the first five years of the Fabulous Fifties, radio behaved like a middle-aged matron losing youth and vitality to a newer, more glamorous coquette.

But in the five years since 1956, the 41-year-old lady has gathered style and confidence after a good look in the mirror of self-appraisal and soul-searching.

What radio contemplated from the looking glass she accepted and turned to her advantage. The mark of her maturity was her ability to change and develop a more modern identity and purpose.

How has radio's uplifting been reflected in the industry and in the country in the past five years?

The answer can be taken from the pages of U. S. RADIO since its first issue in October 1957—four years ago. With its birth U. S. RADIO became the first all-radio book since the entrance of television to the broadcast triangle. Each monthly issue of the past four years followed radio's performance and closely examined her conscience. Qualities that were uniquely her own were revealed for the industry at large.

Radio has, more than anything else, grown more independent and more responsible in the past four years than at any time in her history. The last vestiges of network respectability and potency were no longer great needs for the support of great stations. Radio learned to be her own boss of the way she spent her time. With the heyday of radio network entertainment behind her, she changed her ways to accommodate her community, for that was where she lived and worked.

Days of daring

Her changes were experimental and perhaps a little daring, but so far have contributed to the health and economy of both independents and network affiliates.

This is apparent in the growth of gross radio time sales. In 1957, radio grossed $537,664,000; by 1959, sales jumped to $609,114,000. FCC (figures for 1960 will be released in November.) In 1957 alone, gross figures jumped $50 million above the previous year. Sales remained steady and advanced slightly during recession-fraught 1958. But in 1959, radio registered an even greater growth: sales went from $541,665,000 to $609,114,000—a $67.5 million gain.

Behind the steady increase in billings have been the steady growth of both local radio and national spot radio, pushed by the determination of radio men across the country.

The three areas of greatest change have been programing, sales and sales promotion. Spot billing centralization is a recent fourth, but it awaits a dry run.

Important areas where some broadcasters and agencies contend there has been a lag, however, have been audience research, market analysis and rate structure.

Formula radio programing, vertical programing and news information reached solid ground in 1957.

To each his own

Harbinger of industry mood was the move in 1956-57 by Westinghouse Broadcasting Co. to program its radio stations independently. It withdrew the network contracts of its five radio stations.

WBC was neither alone nor first in its sudden change that so arrested the attention of broadcasting. A pioneer in successful independent programing in the early '50s was WNEW New York. As did other large market stations, WNEW proved that network affiliation was not needed to reach the gold at the end of the radio rainbow. Other important stations to adapt to the new sound were those of Storer Broadcasting Co., Plough Inc., MacLendon Co., Storz Broadcasting Co. and others. They threw the weight of their group holdings behind new ventures in radio programing. They reported their own national and international news; they began a constant, responsible policy of editorializing on issues vital to the community and to the country; and they felt the pulse of their markets to learn what people wanted to hear. And, most important, they learned that these approaches to modern programing were exciting, challenging and rewarding.

Networks, too, by 1957 had made some changes of their own. Programing followed the music-news-entertainment cycle that indies had found so popular. NBC led the way with the introduction of *Monitor* and *News on the Hour*. CBS later followed with *Dimension*, and ABC offered *Flair*—news and entertainment features sprinkled between waves of music.

Networks have been responsible, too, for many of the innovations in sales since 1957. NBC again became the instigator when it introduced the magazine concept—participation by several advertisers in sponsorship of a single program. The network reduced the number of option time hours accorded its affiliates.

Stations responded with studied approval, but the eventual success of the system led the other networks to follow suit. CBS presented its new Program Consolidation Plan (PCP), Mutual eliminated most of its option time but network news, and ABC offered modified program plans to its stations.

Fm made its greatest strides since the end of World War II. Fm stations have gone on the air faster than am stations, now number around 1,000 or nearly doubled since 1957. As recently as 1958, several major rep firms considered fm a medium ripe for national sales. And a dozen new rep firms sprang up for fm representation. Coupling their national sales strength with program promotion, many reps instituted quasi-network operations among their stations.

Forecast: Boom

Radio away from the home has developed more muscle in the past five years. The greatest strength has been felt in production and sales of transistors and portables, according to the EIA. 1960 was the biggest year for production since 1947-48.

As radio continues to grow in the Sixties, she is accompanied by the forecast of a national economic boom. She will ride the crest of increasing sales with a new attitude. Gone is the old threat of her younger tv sister. Radio has achieved her own personality and style. She has more individuality, more mobility, more flexibility than in her youth.

STEREO: BIGGEST RADIO BREAKTHROUGH IN DECADE

L. M. Sandwick, v.p. of Pilot Radio Corp. and chairman of Electronic Industries Assoc. phono division, writes how stereo will build vast audiences, push set sales

THE report and order authorizing fm stereo broadcasts which the Federal Communications Commission released on April 19 is a key decision, perhaps the most significant in the last 10 years.

The decision sets standards for a new broadcast service of great merit and importance and hence provides the solid foundation necessary to a long, uninterrupted period of growth in sales of home entertainment products. It naturally follows that sustained sales of fm stereo receivers and adapters will insure comparable growth in the size and loyalty of the listening audience for fm broadcasters who provide stereophonic broadcasting service to the public.

Author L. M. Sandwick, second from right, is shown with group attending a Pilot Radio Corp. national sales meeting. He's giving citation to a recent winner, Miss Gladys Hauff of the Baldwin Piano Co. Pilot, located in Long Island City, makes stereophonic high fidelity components and component consoles.

Stereo panel earlier this summer featured Pilot's v.p., L. M. Sandwick, second from left, with such colleagues as NAB v.p., John Meagher, FCC Commissioner Robert Lee. It was featured during EIA symposium at National Assoc. of Music Merchants.

Several fundamental buying inducements are now present for the first time in consequence of the fm stereo decision.

First and foremost is the "something for nothing" buying motive which this decision unleashes. The public, still largely unaware of the increased listening pleasure which stereo provides, now has the strongest possible reason to investigate, namely the inducement of high fidelity stereophonic broadcasts on fm at no expense beyond the cost of equipment.

Free programing is a powerful buying factor as proved by the experience of the record industry which today, three and one-half years after the announcement of the Westrex system of stereophonic disc recording, still sells but one stereo record to three monophonic discs. This despite the fact that almost no monophonic phonograph equipment has been manufactured for over two years.

The stereo record will fully come into its own, particularly in the fields of populars, show tunes, and light classics, when the public hears this music over fm stereo and wants to own it.

A second fundamental factor necessary to growth of audio equipment sales, which the advent of fm stereo broadcasts sets in motion, is the unrealized potential. The market for fm receivers and associated audio equipment is far from saturated even though the industry produced over 1,500,000 fm sets in 1960.

It might be argued that fm broadcasting and receiving equipment are nothing new. Both have been available for the last 13 years.

Why, therefore, do considerably less than 40% of our homes possess even one fm receiver whereas the majority of Americans have gone on buying am receivers or tuners to the point where the majority of homes have two to five am sets?

The answer is this: Up to now fm has not offered enough differences to persuade the public generally to pay the price premium involved in purchasing fm receiving equipment. Centrally the quality of fm monaural listening has always been demonstrably superior provided the program material the station put on the air was of high fidelity quality.

But many fm licensees have broadcast the identical program material on fm as on their am band. This widespread pattern of mediocre fm programing has held back the growth of the market for fm receivers and associated audio equipment perhaps more effectively than any other factor. Why purchase high quality equipment if inferior program material prevents the enjoyment of it?

It is at this point that the fm

stereo decision will prove decisive. At long last manufacturers of audio equipment and their dealers have a tangible, demonstrable, exciting and exclusive program source to back up their claims for the superiority of fm receivers.

The FCC's report and order permitting fm stereophonic broadcasts on a multiplex basis provides the final link in stereo programing. It thus sets the stage for tremendous growth in the audio equipment business provided we manufacturers make a clean break with our traditionally short-sighted "fast buck" dog-eat-dog thinking of the past; and continue to act constructively and in concert to indoctrinate our dealers and to convey accurate information to the buying public about fm stereo.

That this is not impractical pie-in-the-sky idealism is proved by the events of the last three months.

The Federal Communications Commission announced its historic fm stereo decision on April 19. On May 24 the Consumer Products Div. of the Electronic Industries Assn. approved the recommendation of its radio section that the EIA proceed immediately to prepare, print and distribute a fact book on fm stereo.

Less than 60 days later copies of this booklet, "A New World of Broadcast Sound," were in the mail to every fm broadcaster, to 4,600 distributors and to 37,500 dealers in radio and audio products.

Simultaneously the manufacturer members of EIA took several other significant steps to help fm stereo get started swiftly and smoothly.

At its July meeting, EIA's radio section voted unanimously to use the term "fm stereo" in advertising and promoting this new broadcasting art, and thus minimize public confusion already manifesting itself through reading and hearing three terms "multiplex" "stereo fm," and "fm stereo" used indiscriminately and interchangeably to refer to one and the same thing.

At the same meeting the equipment manufacturers officially recognized the urgent need for periodic consultation with committees representing the broadcasters, the record makers and the magnetic tape recording group.

The month of July also witnessed another "historic" first in constructive joint ventures, when the equipment manufacturers again acted in concert to present an authoritative symposium on fm stereo for dealers attending the National Assn. of Music Merchants trade show, then in progress at Chicago's Palmer House.

But none of this means that the fm broadcaster can sit back in complacency based on the mistaken belief that the equipment manufacturers can build his listening audience for him merely by making and promoting fm stereo receivers, tuners and adapters.

The dealers onto whose shelves and sales floors these goods will move this fall will sell it like hotcakes to a public that is increasingly fed up with television programing and commercials, if the fm stereo broadcasters will do three things to help:

1. **Broadcast fm stereo during store hours.**
2. **Select fm stereo program material with care.**
3. **Mail a couple of copies of the fm stereo program gratis to every retail dealer in the station's listening area, and continue to do so for the first six months of fm stereo broadcasting.**

Like all changes brought about by fundamental progress, fm stereo will require pioneering effort. ■

Sandwick's experience spans 32 years

At the request of U. S. RADIO editors, Luther Martin Sandwick, vice president of the Pilot Radio Corp., prepared this report on the anticipated impact of stereophonic broadcasting. His remarks theme many speeches which he delivers in all parts of the country.

Mr. Sandwick has been an acoustics specialist since 1929, when he worked as salesman and then sales manager of Electro-Acoustic Products Div. of Magnavox, where he remained until 1941.

He then operated L. M. Sandwick Assoc., Chicago and Washington, during World War II, making transcription reproducers, phonographs and audio-visual training aids for the armed forces. In 1951 he became v.p. of the Wilcox-Gay Corp., four years later joining Pilot Radio as sales manager and vice president.

He's a native Californian, and lives now in Manhattan. He's a member of Sigma Alpha Epsilon and Phi Beta Kappa fraternities, and of the Sons of the American Revolution. He's long been active in Electronic Industries Assoc. work.

FM STATION KEY

The statistical and factual data contained in this summary are taken from reports submitted to us by fm stations. They are believed by us to be accurate and reliable. Any questions for further information should be directed to the individual station. The total *FM station key* includes returns from 523 fm stations. See box below for abbreviations. Printed below is the second half of the fm key. The first half was carried in the September issue.

Abbreviations

Rep.—representative; ***ERP***—effective radiated power; ***pen.***—penetration; ***prog.***—programing; where there is an am affiliate, ***sep.***—refers to the fm being separately programed and ***dup.*** refers to the fm station duplicating the am programing; ***cl***—classical; ***con***—concert; ***op***—opera; ***s-cl***—semi-classical; ***pop***—popular; ***st***—standards; ***shw***—show; ***flk***—folk; ***jz***—jazz; ***nws***—news; ***wthr***—weather; ***dr***—drama; ***intvw***—interview; ***cmtry***—commentary; ***rel***—religious; ***sprts***—sports; ***educ***—educational programing; ***disn***—discussion.

IOWA

Des Moines
KDMI
ERP: 115,000 w
Prog.: Rel, sacred, nws, wthr, cl
KNDR
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WHO-FM (Am: WHO)
National Rep.: Peters, Griffin, Woodward
ERP: 25 kw
Prog. (Sep.): St, pop, shw, s-cl, nws

Muscatine
KWPC-FM (Am: KWPC)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 780 w
Prog. (Sep.): Sprts, con, s-cl, nws, st

Sioux City
KDVR
Counties: 11; ERP: 3,000 w
Prog.: Cl, s-cl, jz, nws, wthr

KANSAS

Salina
KAFM
Counties: 9; ERP: 3.6 kw
Prog.: Cl, con, s-cl, pop, st

Topeka
KTOP-FM (Am: KTOP)
National Rep.: Heritage
Counties: 1; ERP: 3,200
Prog. (Sep.): Cl, con, op, nws, jz
KTCP-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

Wichita
KFH-FM
Counties: 12; ERP: 10.6 kw
Prog. (Dup.)

KENTUCKY

Henderson
WSON-FM (Am: WSON)
Counties: 14; ERP: 22,000 w
Prog. (Dup./Sep.): Sprts, rel, educ, disn

Hopkinsville
WKOF (Am: WKOA)
Counties: 10; ERP: 3.73 kw
Prog. (Sep.): Pop, st, shws, nws, sprts

Lexington
WLVK-FM
National Rep.: Heritage Representatives
Prog.: Op, con, shw, flk, jz

Louisville
WLVL
National Rep.: Walker-Rawalt
Counties: 16; ERP: 35,000 w
Prog.: Cl, pop, s-cl, shw, flk

Mayfield
WNGO-FM (Am: WNGO)
Counties: 5; ERP: 600 w
Prog. (Dup.): Pop, st, nws, wthr, sprts

Owensboro
WOMI-FM (Am: WOMI)
National Rep.: Everett-McKinney
Counties: 14
Prog. (Dup.): Cl, con, op, nws, sprts

Paducah
WKYB-FM (Am: WKYB)
National Rep.: Bolling
Counties: 40; ERP: 32,000 w
Prog.: S-cl, pop, st, nws

LOUISIANA

Baton Rouge
WJBO (Am: WJBO)
Counties: 64; ERP: 2,450 w
Prog. (Dup.): Cl, s-cl, pop, st, nws, wthr

New Orleans
WDSU-FM (Am: WDSU)
National Rep.: John Blair
ERP: 42,000 w
Market Pen.: 24.1% (Pulse)
Prog. (Dup.): Pop, st, shw, con, cl,s-cl, nws
WWMT
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 48,000 w
Prog.: St, s-cl, shw, cl, con

Shreveport
KBCL-FM (Am: KBCL)
National Rep.: George T. Hopewell
Counties: 9; ERP: 3.6 kw
Prog.: (Sep., nights): Cl, con, s-cl, st
KWKH-FM (Am: KWKH)
National Rep.: Henry I. Christal
Counties: 6; ERP: 17,000 w
Prog (Dup.): Pop, flk, nws, sprts, wthr

MAINE

Augusta
WFAU-FM (Am: WFAU)
National Rep.: Devney/Daren F. McGavren
Counties: 10; ERP: 4,845 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Bangor
WABI-FM (Am: WABI)
National Rep.: George P. Hollingbery
Counties: 7; ERP; 6,100 w
Prog. (Sep. nights): St, cl, shw, con, nws

Caribou
WFST-FM (Am: WFST)
National Rep.: Devney O'Connell and Daren F. McGavren
Counties: 2; ERP: 250 w
Prog. (Dup.): Shw, st, s-cl, con, nws

Lewiston
WCOU-FM (Am: WCOU)
National Rep.: Devney-O'Connell
Counties: 8; ERP: 13,800 w
Prog. (Sep. nights): Cl, shw, con, s-cl, op

Poland Spring
WMTW-FM
Counties: 36; ERP: 49.1 kw
Prog.: Cl, con, s-cl, op, nws

Portland
WLOB-FM (Am: WLOB)
Counties: 4; ERP: 3,700 w
Prog. (Sep.): Programatic

MARYLAND

Annapolis
WXTC (Am: WANN)
Counties: 25; ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Baltimore
WAQE-FM (Am: WAQE)
National Rep.: Good Music Broadcasters
Counties: 33; ERP: 20,000 w
Prog. (Sep.): S-cl, shw, st
WBAL-FM (Am: WBAL)
National Rep.: Spot Time Sales
Counties: 33; ERP: 20,000 w
Prog. (Sep.): Cl, s-cl, shw, flk, jz
WCAO-FM (Am: WCAO)
National Rep.: Heritage Stations
Counties: 23
WFMM
National Rep.: Walker-Rawalt
Counties: 30; ERP: 20,000 w
Prog.: S-cl, st, flk, cl, op
WITH-FM (Am: WITH)
National Rep.: QXR Network
Counties: 31; ERP: 20,000 w
Market Pen.: 33.7% (Pulse)
Prog. (Sep.): C, con, nws, op, s-cl
WRBS
National Rep.: Fine Music Hi-Fi Broadcasters
Counties: 30; ERP: 20,000 w
Prog.: Cl, s-cl, st, nws, wthr

Havre De Grace
WASA-FM (Am: WASA)
Counties: 5; ERP: 3,000 w
Prog. (Dup. days, sep. nights): St, pop, shw, nws, wthr

Westminster
WTTR-FM (Am: WTTR)
Counties: 5; ERP: 4,600 w
Prog. (Dup.): St, s-cl, pop, nws, wthr

FM STATION KEY (Continued)

MASSACHUSETTS

Boston

WBCN
Counties: 3; ERP: 25,900 w
Market Pen.: 50.1% (Pulse 2/59)
Prog.: Cl, con, s-cl, op, shw

WBOS-FM (Am: WBOS)
National Rep.: Weed
Counties: 7; ERP: 15 kw
Market Pen.: 50.1% (Pulse 1959)
Prog. (Dup.): St, nws, con, cl, flk

WCOP-FM (Am: WCOP)
National Rep.: Heritage Representatives
Counties: 16
Prog.: Con, op, shw, flk, jz
Market Pen.: 50.1% (Pulse, 12/60)

WCRB-FM (Am: WCRB)
National Rep.: Broadcast Time Sales
ERP: 3.3 kw
Market Pen.: 50.1% (Pulse 2/59)
Prog. (Dup.): Con, cl, s-cl, nws, shw

WHDH-FM (Am: WHDH)
National Rep.: Blair
Counties: 25; ERP: 3.3 kw
Prog. (Dup.): Pop, st, nws, sprts, wthr

WUPY
Counties: 25
Market Pen.: 61.5% (Pulse 1960)
Prog.: Jz, nws, sprts, wthr, educ

WXHR (Am: WTAO)
National Rep.: QXR Network
Counties: 9; ERP: 20,000 w
Market Pen.: 50.1% (Pulse)
Prog. (Sep.): Cl, con, shv, nws, intvw

Cambridge

WHRB-FM (Am: WHRB)
National Rep.: Ivy Network
Counties: 3; ERP: 796 w
Prog. (Dup.): Cl, jz, nws, spcl evnts, sprts

Fitchburg

WFGM-FM (Am: WFGM)
National Rep.: Walker-Rewalt
ERP: 20,000 w
Prog. (Dup./Sep.)

Plymouth

WPLM-FM (Am: WPLM)
National Rep.: Breen-Ward
ERP: 20,000 w
Prog. (Dup.): Con, s-cl, nws, wthr, sprts

Springfield

WHYN-FM (Am: WHYN)
National Rep.: Advertising Time Sales
Counties: 3; ERP: 3.2 kw
Prog. (Dup.): Pop, st, nws, sprts

WMAS-FM (Am: WMAS)
National Rep.: Bolling
Counties: 3; ERP: 1.35 kw
Prog. (Dup.): Pop, st, nws, sprts

Worcester

WTAG-FM (Am: WTAG)
National Rep: QXR Sales
Counties: 15; ERP: 10 kw
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, con, s-cl, op, nws

MICHIGAN

Bay City

WBCM-FM (Am: WBCM)
National Rep.: Hollingbery
Counties: 20; ERP: 41,000 w
Prog. (Sep.): S-cl, cl, st, con, op

Coldwater

WTVB-FM (Am: WTVB)
National Rep.: Donald Cooke
Counties: 8; ERP: 7,900 w
Prog. (Dup.): Pop, sprts, s-cl, cl, st

Detroit

WABX
Counties: 14; ERP: 36,400 w
Prog.: Cl, con, s-cl, op

WCHD (Am: WCHB)
National Rep.: Bob Dore
Counties: 6; ERP: 34,000 w
Prog. (Sep.): Cl, s-cl, pop, st, flk

WDTM
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 61,125 w
Prog.: Con, nws, cmtry, flk, shw

WJR-FM (Am: WJR)
National Rep.: Christal
Counties: 6; ERP: 24,000 w
Prog.: Cl, con, nws, st

WMUZ
Counties: 8; ERP: 115,000 w
Prog.: Sacred music, s-cl, cl, rel, nws

WOMC (Am: WEXL)
Counties: 20; ERP: 61,000 w
Prog.: St, shw, s-cl, nws

WWJ-FM (Am: WWJ)
National Rep.: Peters, Griffin, Woodward
Counties: 26; ERP: 50,000 w
Prog. (Dup.): Nws, pop, st, con, s-cl

East Lansing

WSWM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 30,000 w
Prog.: S-cl, cl, nws, shw, jz

Grand Rapids

WJEF-FM (Am: WJEF)
National Rep.: Avery-Knodel
Counties: 32; ERP: 115,000 w
Prog. (Sep. after 7pm)

WLAV-FM (Am: WLAV)
National Rep.: Everett-McKinney
Counties: 7; ERP: 1750 w
Prog. (Sep. and Dup.): Cl, con, s-cl, pop. st

Holland

WJBL-FM (Am: WJBL)
National Rep.: Walker-Rawalt
Counties: 23; ERP: 37,000 w
Prog. (Sep.)

Kalamazoo

WMCR
Counties: 15; ERP: 36 kw
Prog.: Cl, con, educ, nws, op

Mt. Clemens

WBRB-FM (Am: WBRB)
National Rep.: Donald Cooke
Counties: 4; ERP: 61 kw
Prog. (Sep.): St, disn, cmtry, pop, nws

Saginaw

WSAM-FM (Am: WSAM)
National Rep.: Everett-McKinney
Counties: 6; ERP: 1,700 w
Prog. (Dup.): St, shw, nws, wthr, sprts

Sturgis

WSTR
National Rep.: Masla Assoc.
ERP: 1,000 w
Prog. (Dup.): Pop, nws

MINNESOTA

Brainerd

KLIZ-FM (Am: KLIZ)
National Rep.: Walker-Rawalt
Counties: 7; ERP: 15,000 w
Prog. (Sep.): S-cl, st, nws, cl, sprts

Minneapolis

KWFM
National Rep.:Walker-Rawalt, QXR Network
ERP: 22.5 kw
Prog.: Cl, s-cl, jz, nws, st

WAYL
National Rep.: Thomas F. Clark Co.
Counties: 8; ERP: 10 kw
Prog.: St, shw, jz, flk, spoken word

WLOL-FM (Am: WLOL)
National Rep.: Heritage Representatives
Counties: 49; ERP: 9.7 kw
Prog. (Sep.): Con, op, shw, flk, jz

WPBC-FM (Am: WPBC)
National Rep.: H-R
ERP: 5.4 kw
Prog. (Sep. nights): Cl, con, s-cl, st, shw

Saint Cloud

KFAM-FM (Am: KFAM)
National Rep.: John E. Pearson
Counties: 11; ERP: 15,000 w
Prog. (Dup.): St, nws, wthr, sprts, disn

Worthington

KWOA-FM (Am: KWOA)
National Rep.: Wayne Evans (Minneapolis)
Counties: 22; ERP: 26,500 w
Prog.: Nws, wthr, sprts, s-cl, st

MISSISSIPPI

Jackson

WJDX-FM (Am: WJDX)
National Rep.: Hollingbery
ERP: 50 kw
Prog. (Sep.): Pop, st, s-cl, sprts, rel

Laurel

WNSL-FM (Am: WNSL)
National Rep.: Grant Webb
Counties: 34; ERP: 4,700 w
Prog.: St, shw, pop, s-cl, cl

MISSOURI

Kansas City

KBEY-FM (Am: KBEY)
National Rep.: Avery-Knodel
ERP: 17 kw
Market Pen.: 39.3% (Conlan)

106.7 fm
WDTM
1st
in
Public Service
DETROIT
"first with Stereo in Michigan"

FM STATION KEY (Continued)

Prog. (Dup.): Op, s-cl, pop, st, shw
KCJC
National Rep.: Modern Media
ERP: 63 kw
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw
KCMK
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 35,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw
KCMO-FM (Am: KCMO)
National Rep.: Katz
Counties: 54; ERP: 65,000 w
Market Pen.: 39.3% (Conlan)
Prog.: Cl, s-cl, pop, st, shw
KPRS (Cp applied for)
National Rep.: John Pearson
ERP: 18 kw
KXTR
National Rep.: Heritage Representatives
Counties: 32; ERP: 58,200 w
Market Pen.: 39.3% (Conlan)
Prog.: Con, op, shw, flk, jz
WDAF-FM (Am: WDAF)
National Rep.: Edward Petry
ERP: 35 kw
Market Pen.: 39.3% (Conlan)
Prog. (Dup.)

St. Louis
KADI (Am: KADY)
National Rep.: Heritage Representatives
ERP: 24,700 w
Prog. (Sep.): Con, op, shw, flk, jz
KCFM
National Rep.: Walker-Rawalt
ERP: 96 kw
KMOX-FM (Am: KMOX)
National Rep.: CBS Spot Sales

MEMO TO ALL WHO BUY TIME:

Where else can you buy time with no waste coverage than in FM?

1. An adult audience in the age of accumulation.
2. An audience with the money to buy.

The FM audience are the people who are NOT unemployed . . . YOUR BEST MARKET TODAY.

THE NATIONAL ASSOCIATION OF FM BROADCASTERS
"Dedicated to the promotion of FM"

Counties: 4; ERP: 47.3 kw
Prog. (Dup.)
KRFD-FM
Counties: 94; ERP: 97,400 w
Prog.: Jz, st, sprts, nws, intvw
KSTL-FM (Am: KSTL)
Counties: 88; ERP: 78,000 w
Prog. (Sep.): St, store casting
KWIX
Counties: 14; ERP: 25.5 kw
Prog.: St, pop, nws, sprts, s-cl
WIL-FM (Am: WIL) (Not on air yet)
National Rep.: Eastman
ERP: 22 kw

Springfield
KTTS-FM (Am: KTTS)
National Rep.: Weed
ERP: 9.1 kw
Prog. (Sep.): Pop, st, s-cl, cl, jz

NEBRASKA

Kearney
KHOL-FM
National Rep.: Meeker
Counties: 19; ERP: 56,750 w
Prog.: St, shw, con, nws, wthr

Lincoln
KFMQ
National Rep.: Walker-Rawalt
Counties: 7; ERP: 363 w
Prog.: Cl, s-cl, st, jz, disn

Omaha
KFAB-FM (Am: KFAB)
National Rep.: Petry
Counties: 50; ERP: 58,000 w
Market Pen.: 12.4% (Pulse 12/59)
Prog. (Sep.): S-cl, st, shw, nws, wthr
KOIL-FM (Am: KOIL)
National Rep.: Good Music Broadcasters
Counties: 32; ERP: 3,400 w
Prog. (Sep.): S-cl, pop, st, shw, nws
KQAL
National Rep.: Walker-Rawalt
ERP: 70,000 w
Prog.: Cl

Scottsbluff
KNEB-FM (Am: KNEB)
National Rep.: Hal Holman
Counties: 12; ERP: 6,900 w
Prog. (Sep.): Cl, con, s-cl, st, shw

NEVADA

Reno
KNEV
Counties: 14; ERP: 35,000 w
Prog.: St, s-cl, con, cl, shw

NEW JERSEY

Asbury Park
WHTG-FM (Am: WHTG)
National Rep.: Grant Webb
Counties: 12; ERP: 1,000 w
Prog. (Dup.): St, shw, s-cl, nws, wthr
WJLK-FM (Am: WJLK)
Counties 3; ERP: 1,000 w
Prog. (Dup.): St, pop, nws, wthr, intvw

Bridgeton
WSNJ-FM (Am: WSNJ)
National Rep.: Thomas Clark
ERP: 15.2 kw
Prog. (Sep.): Cl, con, op, s-cl, pop, QXR

Camden
WKDN-FM (Am: WKDN)
National Rep.: Bob Dore Assoc.
Counties: 22; ERP: 18,000 w
Prog. (Dup./Sep.): Con, pop, nws, disc, wthr

Dover
WDHA
Counties: 14; ERP: 675 w
Prog.: Cl, con, op, nws, wthr

Long Branch
WRLB
Counties: 12; ERP: 1 kw
Prog.: St, s-cl, cl, shw, con

Paterson
WPAT-FM (Am: WPAT)
Counties: 31; ERP: 4,400 w
Prog.: (Dup.) St, s-cl, shw, cl, jz

Red Bank
WFHA
ERP: 1,000 w
Market Pen.: 56% (Pulse)
Prog.: Pop, st, shw, s-cl, jz, nws, wthr, dr, intvw, sprts

NEW MEXICO

Albuquerque
KARA
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
KHFM
National Rep.: Modern Media Fm Sales
Counties: 6; ERP: 1,500 w
Prog.: Cl, con, s-cl, st, nws

Los Alamos
KRSN-FM (Am: KRSN)
National Rep.: Bob Dore (East)
Torbet, Allan & Crane (West)
Counties: 4; ERP: 4,600 w
Prog.: Cl, s-cl, op, dr, nws

NEW YORK

Babylon
WGLI-FM (Am: WGLI)
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WTFM (Am: WGLI)
Counties: 8; ERP: 15,000 w
Market Pen.: 56% (Pulse)
Prog. (Dup.): S-cl, st, nws, shw, con

Binghamton
WKOP-FM (Am: WKOP)
Counties: 9; ERP: 33 kw
Market Pen.: 17% (Pulse 1957)
Prog. (Sep.): Pop, st, shw, educ, nws
WNBF-FM (Am: WNBF)
ERP: 4.6 kw
Prog. (Sep.): Cl, con, op, s-cl, shw

Buffalo
WBEN-FM (Am: WBEN)
National Rep.: Henry I. Christal
Counties: 17; ERP: 110,000 w
Prog. (Sep. and Dup.)
WBUF
Counties: 15; ERP: 100,000 w
Prog.: Music, rel, educ
WWOL-FM (Am: WWOL)
National Rep.: Heritage Representatives
Counties: 2; ERP: 750 w
Market Pen.: 34.8% (1960 Pulse)
Prog. (Sep.): Con, op, shw, flk, jz
WYSL-FM (Am: WYSL)
National Rep.: McGavren
Counties: 8; ERP: 5,000 w
Prog. (Sep. nights): Disn, s-cl

Corning
WCLI-FM (Am: WCLI)
National Rep.: Donald Cooke
ERP: 14,000 w
Prog. (Dup.): Cl, educ, con, s-cl, shw

FM STATION KEY (Continued)

Garden City
WLIR
Counties: 4; ERP: 1,000 w
Market Pen.: 56.7% (Pulse)
Prog.: Shw, st, cl, jz, nws

Hempstead
WHLI-FM (Am: WHLI)
National Rep.: Gill-Perna
Counties: 6; ERP: 1,000 w
Prog. (Dup.): St, pop, s-cl, nws, wthr

Hornell
WWHG-FM (Am: WWHG)
National Rep.: John Pearson
Counties: 23; ERP: 8,300 w
Prog. (Dup.): Pop, st, nws, sprts, educ

Ithaca
WHCU-FM (Am: WHCU)
National Rep.: Jack Masla
ERP: 40,000 w
Prog. (Dup./Sep.): Pop, st, nws, wthr, intvw

Jamestown
WJTN-FM (Am: WJTN)
National Rep.: Venard, Rintoul & McConnell
Counties: 15
Market Pen.: 33.7% (Pulse 1959)
Prog. (Sep.): Cl, nws, con, s-cl, wthr

New Rochelle
WVOX-FM (Am: WVOX)
National Rep.: Venard, Rintoul & McConnell
Counties: 7; ERP: 1,000 w
Prog. (Dup.): Shw, st, cl, nws, wthr

New York
WABC-FM (Am: WABC)
National Rep.: Blair
Counties: 17; ERP: 1.5 kw
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): Cl, con, s-cl, shw, flk
WHOM-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz
WNCN
Market Pen.: 53.4% (Pulse 7/60)
Prog.: Cl, con, s-cl, op, shw
WQXR-FM (Am: WQXR)
National Rep.: Raymer
ERP: 11,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Dup.): Cl, nws, con, op, s-cl
WRFM (Am: WWRL)
Counties: 20; ERP: 20,000 w
Market Pen.: 53.4% (Pulse 7/60)
Prog. (Sep.): St, cl, con, s-cl, op

Niagara Falls
WHLD-FM (Am: WHLD)
National Rep.: Headley-Reed
ERP: 46,000 w
Prog. (Sep.): Cl, con, s-cl, shw, st

Olean
WHDL-FM (Am: WHDL)
National Rep.: Everett-McKinney
Counties: 9; ERP: 43,000 w
Prog. (Sep.): Cl, con, op, wthr, educ

Patchogue
WALK-FM (Am: WALK)
National Rep.: Grant Webb
Counties: 20; ERP: 15,000 w
Prog. (Sep. nights): St, s-cl, cl, shw, nws

Peekskill
WLNA-FM (Am: WLNA)
National Rep.: Grant Webb
Counties: 23; ERP: 20,000 w
Prog. (Sep. nights): Cl, s-cl, st, pop, shw

Plattsburgh
WEAV-FM (Am· WEAV)
National Rep.: Jack Masla
Counties: 6; ERP: 3,700 w
Prog. (Dup.)

Poughkeepsie
WKIP-FM (Am: WKIP)
National Rep.: Jack Masla
Counties: 5; ERP: 2,300 w
Prog. (Sep.): Cl, con, s-cl, nws, shw, QXR

Rochester
WBBF-FM (Am: WBBF)
National Rep.: Blair
ERP: 27.4 kw
Prog. (Sep.): Cl
WCMF
ERP: 1.35 kw
Market Pen.: 49.2% (Pulse 1959)
Prog.: Cl, con, op, s-cl, st, shw, folk, jz, rel, disn
WROC-FM
ERP: 17,600 w

Syracuse
WDDS
ERP: 100,000 w
Prog.: Music, nws, rel, educ
WONO
Counties: 8; ERP: 1 kw
Prog.: S-cl cl, shw, jz, con

Utica
WRUN-FM (Am: WRUN)
National Rep.: QXR Network
Counties: 12; ERP: 4,300 w
Prog. (Sep.): QXR

White Plains
WFAS-FM (Am: WFAS)
Counties: 3 ERP: 1,000 w
Market Pen.: 61.4% (Pulse)
Prog. (Dup.): S-cl, con, pop, nws, wthr

NORTH CAROLINA

Burlington
WBAG-FM (Am: WBAG)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 2,800 w
Prog. (Dup.): Pop, st, nws, sprts, wthr
WBBB-FM (Am: WBBB)
National Rep.: Thomas Clark
Counties: 10; ERP: 3.8 kw
Prog. (Sep.): Sprts, st, pop, nws, educ

Charlotte
WSOC-FM (Am: WSOC)
National Rep.: Peters, Griffin, Woodward
ERP: 36,000 w
Prog. (Dup.): St, nws, pop, wthr, sprts
WYFM
Counties: 12; ERP: 3,800 w
Prog.: Cl, con, s-cl, shw, wthr

Durham
WDNC-FM (Am: WDNC)
National Rep.: Paul H. Raymer
Counties: 30; ERP: 36,000 w
Prog. (Dup.): Cl, pop, st, shw, nws

Forest City
WAGY-FM (Am: WAGY)
Counties: 7; ERP: 3,333 w
Prog. (Sep.): St, s-cl, nws, sprts, pop
WBBO-FM (Am: WBBO)
Counties: 16; ERP: 1.5 kw
Prog. (Sep.): St, s-cl, pop, flk, nws

Gastonia
WGNC-FM (Am: WGNC)
National Rep.: Continental
ERP: 11,000 w
Prog. (Dup.): St nws, pop, wthr, sprts

Greensboro
WMDE
Counties: 9; ERP: 5.8 kw
Prog.: S-cl, cl, st, rel, cmtry

Leaksville
WLOE-FM (Am: WLOE)
Counties: 12; ERP: 13,500 w
Prog. (Dup.): S-cl pop, st, nws, wthr, Programatic

Lexington
WBUY-FM (Am: WBUY)
National Rep.: George Hopewell
Counties: 4; ERP: 300 w
Prog. (Dup.): Sprts, st, pop, nws, wthr

Mt. Mitchell
WMIT
National Rep.: Walker-Rawalt
Counties: 85; ERP: 36,000 w
Prog.: Cl, con, op, s-cl, st

Raleigh
WPTF-FM (Am: WPTF)
National Rep.: Peters, Griffin, Woodward
Counties: 32; ERP: 50 kw
Market Pen.: 27.2% (Pulse)
Prog. (Dup.): Cl, con, op

Rocky Mount
WFMA (Am: WCEC)
National Rep.: John Pearson
Counties: 29; ERP: 33,000 w
Prog. (Sep.): Pop, shw, sprts, nws, wthr

Salisbury
WSTP-FM (Am: WSTP)
National Rep.: Walker-Rawalt
ERP: 15 kw
Prog. (Dup.): St, nws, wthr, rel, sprts

Sanford
WWGP-FM (Am: WWGP)
ERP: 490 w
Prog. (Dup.): St, nws, flk, shw, wthr

Statesville
WFMX (Am: WSIC)
National Rep.: Good Music Broadcasters
ERP: 3,000 w
Prog. (Sep.): Con, s-cl, st, shw, disn

Winston-Salem
WSJS-FM (Am: WSJS)
National Rep.: Peters, Griffin, Woodward
Counties: 36; ERP: 15,000 w
Prog. (Dup): Cl, s-cl, st, shw, nws
WYFS
Counties: 12; ERP: 1,560 w
Market Pen.: 33.26 (Pulse, 4/61)
Prog.: Cl, s-cl, op, shw

OHIO

Akron
WAKR-FM (Am: WAKR)
National Rep.: McGavren
Counties: 6; ERP: 5,000 w
Prog. (Sep.): Shw, con, op, s-cl, nws

Alliance
WFAH-FM (Am: WFAH)
National Rep.: Grant Webb
Counties: 6; ERP: 27,000 w
Prog. (Dup.): Sprts, st, s-cl, con, jz

Ashtabula
WREO-FM (Am: WREO)
Counties: 7; ERP: 52,500 w
Prog. (Dup.): Nws, pop, sprts, cl, s-cl

FM STATION KEY (Continued)

Barberton

WDBN-FM
National Rep.: Good Music Broadcasters
Counties: 35; ERP: 118,000 w
Prog.: S-cl, cl, st, shw, jz

Canton

WCNO (Am: WCNS)
National Rep.: Frederick W. Smith
Counties: 28; ERP: 28,000 w
Prog. (Sep.): Pop, s-cl, st, shw, cl

WHBC-FM (Am: WHBC)
National Rep.: Venard, Rintoul & McConnell
ERP: 15,000 w
Prog. (Dup.): St, pop, s-cl, nws, sprts

Cincinnati

WAEF
National Rep.: Walker-Rawalt
Counties: 13; ERP: 4.8 kw
Market Pen.: 29.1% (Pulse)
Prog.: St, s-cl, jz, cl, nws

WKRC-FM (Am: WKRC)
National Rep.: Good Music Broadcasters
Counties: 8; ERP: 15.500 w
Prog. (Sep.): Cl, s-cl, shw, con, st

WSAI-FM (Am: WSAI)
National Rep.: Heritage Stations
Counties: 53; ERP: 14.7 kw
Market Pen.: 30.6% (Pulse 1960)
Prog. (Sep.): Cl, con, op, nws, jz

Cleveland

KYW-FM (Am: KYW)
Counties: 27; ERP: 27 kw
Market Pen.: 33% (Pulse)
Prog. (Sep.): Cl, con, s-cl, shw, op

WCUY
National Rep.: United Broadcasting
ERP: 20 kw
Prog.: Jz

WDGO-FM
National Rep.: Heritage Representatives
Prog.: Con, op, shw, flk, jz

WDOK-FM (Am: WDOK)
National Rep.: H-R
Counties: 7; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, shw

WGAR-FM (Am: WGAR)
National Rep.: Christal
Counties: 12; ERP: 31,000 w
Prog. (Dup.): St, shw, cl, con, s-cl

WJW-FM (Am: WJW)
National Rep.: Katz
Counties: 5; ERP: 19 kw
Prog. (Dup.): St, shw, nws, educ, con

WNOB
National Rep.: Walker Rawalt
Counties: 24; ERP: 135,000 w
Market Pen.: 36.1% (Pulse)
Prog.: S-cl, shw, st, pop, nws

Columbus

WBNS-FM (Am: WBNS)
National Rep: John Blair
Counties: 20; ERP: 54,000 w
Market Pen.: 37.4% (Pulse)
Prog. (Sep.): Cl, con, op, s-cl, pop, st, shw, jz

WTVN-FM (Am: WTVN)
National Rep.: Good Music Broadcasters
Counties: 10; ERP: 26 kw
Market Pen.: 37.4% (Pulse 2/60)
Prog. (Sep.): Cl, con, s-cl, pop, st

WVKO-FM (Am: WVKO)
National Rep.: Venard, Rintoul & McConnell
Counties: 33; ERP: 52 kw
Prog. (Sep.): Nws, s-cl, st, shw, jz

Dayton

WHIO-FM (Am: WHIO)
National Rep.: Geo. P. Hollingbery
Counties: 23; ERP: 35,000 w
Prog. (Sep.): Con, st, cl, nws, wthr

WIFE (Am: WONE)
National Rep: Headley-Reed
Counties: 16; ERP: 24 kw
Prog. (Sep.): Quality music

Findlay

WFIN-FM (Am: WFIN)
National Rep.: Thomas F. Clark
Counties: 20; ERP: 8,200 w
Prog. (Sep.): St, shw, cl, s-cl, con, sprts

Lancaster

WHOK-FM (Am: WHOK)
Counties: 6; ERP: 16,000 w
Prog. (Sep.): S-cl, pop, st, nws, sprts

Lima

WIMA-FM (Am: WIMA)
National Rep.: Daren McGavren
Counties: 20; ERP: 15,000 w
Prog. (Sep. and Dup.): Pop, st, news, wthr, sprts

Middletown

WPFB-FM (Am: WPFB)
National Rep.: Walker-Rewalt
Coupties: 36; ERP: 60,000 w
Market Pen.: 31% (Pulse)
Prog. (Sep.): St, shw, jz, nws, sprts

Oxford

WOXR
Counties: 6; ERP: 600 w
Prog.: St, pop, shw, flk, rel

Piqua

WPTW-FM (Am: WPTW)
Counties: 26; ERP: 35,600 w
Prog. (Sep.): St, shw, spts, wthr, nws

Portsmouth

WPAY-FM (Am: WPAY)
National Rep.: Devney-O'Connell
ERP: 7 kw
Prog. (Sep.): St, con, s-cl, shw

Sandusky

WLEC-FM (Am: WLEC)
National Rep.: Venard, Rintoul & McConnell
Counties: 6; ERP: 6,000 w
Prog. (Dup.): Pop, nws, sprts, wthr, st

Toledo

WMHE
Counties: 10; ERP: 10,000 w
Prog.: St, s-cl, shw, cl, con

WTOL-FM (Am: WTOL)
ERP: 50,000 w
Prog. (Sep.): Cl, con, s-cl, pop, st

Youngstown

WKBN-FM (Am: WKBN)
National Rep.: Paul H. Raymer
Counties: 22; ERP: 50 kw
Prog. (Dup.): Cl, s-cl, spts

OKLAHOMA

Oklahoma City

KEFM
National Rep.: Good Music Broadcasters
ERP: 3.7 kw
Prog.: Pop, cl, shw, jz, wthr

KIOO
National Rep.: Fine Music Hi Fi Broadcasters
Counties: 52; ERP: 40,450 w
Prog.: Nws, sprts, cl, pop, st

KYFM
National Rep.: Walker-Rawalt
Counties: 10; ERP: 1,500 w
Prog.: St, nws, shw, sprts, cl

Stillwater

KSPI-FM (Am: KSPI)
National Rep.: Thomas E. Clark
ERP: 4,000 w
Prog.: (Sep.) St, con, jz, sprts, nws

Tulsa

KIHI
Counties: 8; ERP: 2.95 kw
Prog.: Cl, s-cl, pop, shw, jz

KOCW
National Rep.: Good Music Broadcasters
Counties: 6; ERP: 1,500 w
Prog.: Cl, s-cl, pop, shw, jz

KOGM
Counties: 8; ERP: 4.1 kw
Prog.: Pop, st, cl, shw, s-cl

OREGON

Eugene

KFMY
Counties: 3; ERP: 3,600 w
Prog.: St, s-cl, cl, shw, jz

Portland

KEX-FM (Am. KEX)
National Rep.: AMRadio Sales
Counties: 17; ERP: 57,000 w
Prog. (Sep.): Cl, con, s-cl, up, nws

KGMG
National Rep.: Heritage Stations
Counties: 15; ERP: 68,250 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

Portland

KOIN-FM (Am: KOIN)
National Rep.: CBS Spot Sales
Counties: 17; ERP: 48,600
Prog. (Dup.): St, nws, sprts, s-cl, shw

KPFM (Am: KPAM)
National Rep.: Weed
Counties: 22; ERP: 33,000 w
Prog. (Sep.): Cl, s-cl

KPOJ-FM (Am: KPOJ)
National Rep.: Petry
Counties: 11; ERP: 4.4 kw
Market Pen.: 46% (Pulse)
Prog. (Dup.): Nws, st, pop, sprts

KQFM
Counties: 11; ERP: 17.7 kw
Prog.: S-cl, st, pop, shw, educ

PENNSYLVANIA

Allentown

WFMZ
National Rep.: QXR Network
Counties: 20; ERP: 4.8 kw
Prog.: Cl, nws

Altoona

WFBG-FM (Am: WFBG)
Counties: 35; ERP: 33 kw
Prog. (Sep.): S-cl, cl, st, con, op

WVAM-FM (Am: WVAM)
National Rep.: Weed
Counties: 3; ERP: 360 w
Prog. (Sep.): S-cl, st, shw, cl, con

Beaver Falls

WBVP-FM (Am: WBVP)
ERP: 16.6 kw
Sets: 100,000
Prog. (Dup.)

Bloomsburg

WHLM-FM (Am: WHLM)
National Rep.: Raymer
Counties: 10; ERP: 10,000 w
Prog. (Sep.): St, con, nws, wthr, jz

FM STATION KEY (Continued)

Harrisburg

WHP-FM (Am: WHP)
National Rep.: Bolling
Counties: 14; ERP: 1.8 kw
Market Pen.: 13% (Pulse 5/60)
Prog. (Sep.): St, nws, cmtry, cl, disn

Hazleton

WAZL-FM (Am: WAZL)
National Rep.: Raymer
Prog. (Sep.)

Johnstown

WARD-FM (Am: WARD)
National Rep.: Weed
Prog. (Dup.): Pop, st, nws, sprts

WJAC-FM (Am: WJAC)
National Rep.: Meeker
Counties: 25; ERP: 8,300 w
Market Pen.: 28.5% (Pulse 4/60)
Prog. (Dup.): St, pop, nws, sprts, con

Lancaster

WDAC
Counties: 9; ERP: 15 kw
Prog.: Rel, nws, con, cl, s-cl

WLAN-FM (Am: WLAN)
National Rep.: Headley-Reed
Counties: 4; ERP: 7.2 kw
Prog. (Sep.): cl, con, s-cl, nws, shw

Philadelphia

WDAS-FM (Am: WDAS)
National Rep.: QXR Sales
Prog. (Sep.): Cl. QXR Network

WFIL-FM (Am: WFIL)
National Rep.: Triangle
Counties: 33; ERP: 6,300 w
Market Pen.: 37.6% (Pulse 1960)
Prog. (Sep.): Con, s-cl, st, shw, jz

WFLN-FM (Am: WFLN)
National Rep.: Good Music Broadcasters
Counties: 22; ERP: 20 kw
Market Pen.: 37.6% (Pulse 5/60)
Prog. (Dup.): Cl, con, nws, s-cl, wthr

WHAT-FM (Am: WHAT)
National Rep.: Frederick W. Smith
Counties: 8; ERP: 20,000 w
Market Pen.: 17.5% (Pulse)
Prog. (Sep.): Jz

WIBG-FM (Am: WIBG)
National Rep.: Katz
ERP: 20 kw
Prog. (Dup.): Pop, nws, st, wthr, svce info

WIFI
National Rep.: Walker-Rawalt
Counties: 28; ERP: 20,000 w
Market Pen.: 37.6% (Pulse 6/60)
Prog.: Pop, st, shw, nws, wthr

WPEN-FM (Am: WPEN)
National Rep.: Gill-Perna
Counties: 28; ERP: 20 kw
Market Pen.: 37.6% (Pulse 6/60)
Prog. (Sep.): St, shw, nws, pop, cmtry

WQAL
Counties: 24; ERP: 20 kw
Market Pen.: 36.9% (Pulse 5/60)
Prog.: Pop, st, shw, s-cl, cl

Pittsburgh

KDKA-FM (Am. KDKA)
Counties: 40; ERP: 47,000 w
Market Pen.: 25% (Pulse)
Prog.: (Dup) Cl, s-cl, op, shw, con

WAZZ (Am: WAMO)
ERP: 5 kw
National Rep.: Hi-Fi Music Broadcasters
Prog: Jz

WCAE-FM (Am: WCAE)
National Rep.: Daren McGavren
Counties: 30; ERP: 30,000 w
Prog. (Dup.): Pop, nws, wthr, con, sprts

WKJF-FM
National Rep.: Frederick W. Smith
Counties: 19; ERP: 40,000 w
Prog.: Pop, nws, wthr, con

WLOA-FM (Am: WLOA)
National Rep.: Good Music Broadcasters
Counties: 52; ERP: 68,000 w
Prog. (Dup. to 5 p.m.): St, s-cl, con, cl, nws

WPIT-FM (Am: WPIT)
ERP: 20,000 w
Prog. (Sep.): Rel, forgn lang

WWSW-FM (Am: WWSW)
National Rep.: Blair
ERP.: 50,000 w
Prog. (Dup.): Pop, cl, s-cl, sprts, disn

Rattlesnake Mountain*

WGMR
National Rep.: Alleghany
Counties: 31; ERP: 3,300 w
Prog.: Con, s-cl, st, shw
*P.O. address: Tyrone, Pa.

Red Lion

WGCB-FM (Am: WGCB)
ERP: 20,000 w
Prog. (Sep.): Cl, con, s-cl, st, shw

Scranton

WGBI-FM (Am: WGBI)
National Rep.: H-R
Counties: 22; ERP: 1.8 kw
Prog. (Dup.): St, nws, sprts, wthr, jz

Shenandoah Heights

WPPA-FM (Am: WPPA)
Counties: 5; ERP: 2.8 kw
Prog. (Dup.)

Sunbury

WKOK-FM (Am: WKOK)
Counties: 10; ERP: 4,400 w
Prog. (Dup.)

Warren

WRRN (Am: WNAE)
Counties: 15; ERP: 3200 w
Prog. (Dup. days): St, sprts, nws

Wilkes-Barre

WBRE-FM (Am: WBRE)
National Rep.: Bolling
Counties: 21; ERP: 22,000 w
Prog. (Dup.): Nws, wthr, st, shw

WYZZ
National Rep.: Walker-Rawalt
Counties: 30; ERP: 3.1 kw
Prog.: Cl, con, s-cl, st, op

York

WNOW-FM (Am: WNOW)
National Rep.: Radio-TV Representatives
Counties: 12; ERP: 1.2 kw
Prog. (Sep. after 8 pm): St, nws, shw

RHODE ISLAND

Providence

WICE-FM
National Rep.: Heritage Representatives
Prog.: Op, con, sw, flk, jz

WLOV
Counties: 5; ERP: 3.4 kw
Prog.: Shw, st, pop, jz, s-cl

WPFM
National Rep.: QXR Network
ERP: 20,000 w
Market Pen.: 35.1% (Pulse)
Prog.: Cl, nws, shw, jz, flk

WPJB (Am: WEAN)
National Rep.: Venard, Rintoul & McConnell
Counties: 13; ERP: 20,000 w
Prog. (Sep.): Cl, nws

WPRO-FM (Am: WPRO)
National Rep.: John Blair
Counties: 19; ERP: 15,000 w
Market Pen.: 35.7% (Pulse)
Prog. (Sep.): S-cl, cl, st, shw, nws

WXCN
National Rep.: Adam Young Fm
ERP: 20,000 w
Market Pen.: 35.1% (Pulse 10/58)
Prog.: Cl, con, s-cl, op, shw

SOUTH CAROLINA

Anderson

WCAC-FM (Am: WAIM)
National Rep.: Devney-O'Connell
Counties: 20; ERP: 6,400 w
Prog.: (Dup.)

Charleston

WCSC-FM (Am: WCSC)
National Rep.: Peters, Griffin, Woodward
ERP: 50,000 w
Prog.: Cl, s-cl, st, pop, nws

Columbia

WCOS-FM (Am: WCOS)
National Rep.: Meeker
Counties: 24; ERP: 5,300 w
Prog. (Sep.): Cl, jz, con, op, s-cl

Greenville

WESC-FM (Am: WESC)
National Rep.: Headley-Reed
Counties: 11; ERP: 12,500 w
Prog. (Sep.): St, shw, con, s-cl, pop

WMUU-FM (Am: WMUU)
National Rep.: Frederick W. Smith
ERP: 45,000 w
Prog. (Dup. until sunset): Cl, con, op, s-cl, rel

Spartanburg

WSPA-FM (Am: WSPA)
National Rep.: Hollingbery
Counties: 21; ERP: 4.85 kw
Prog. (Sep.): Pop, cl, s-cl, shw

TENNESSEE

Chattanooga

WDOD-FM (Am: WDOD)
ERP: 12.6 kw
Prog. (Dup.): Pop, nws, cl

WLOM
National Rep.: Heritage Representatives
Counties: 53; ERP: 18,000 w
Prog.: Con, op, shw, flk, jz

Gallatin

WFMG
Counties: 10; ERP: 8,200 w
Prog.: Pop, st, con, shw, s-cl

Jackson

WTJS-FM (Am: WTJS)
National Rep.: Branham
ERP: 50,000 w
Prog. (Dup.): Nws, pop, sprts, st, rel

Knoxville

WBIR-FM (Am: WBIR)
Counties: 37; ERP: 3,300 w
Prog. (Sep.): St, shw, pop, s-cl, nws

Memphis

WMCF (Am: WMC)
National Rep: John Blair
ERP: 300,000 w
Prog. (Sep.): St, shw, s-cl, cl, con

WMPS-FM (Am: WMPS)
National Rep.: Heritage Representatives
Counties: 15; ERP: 6,600 w
Prog. (Sep.): Op, con, shw, flk, jz

FM STATION KEY (Continued)

Nashville
WFMB
National Rep.: Walker-Rawalt
Counties: 10; ERP: 3.4 kw
Prog.: Cl, con, s-cl, jz, st
WSIX-FM (Am: WSIX)
National Rep.: Peters, Griffin, Woodward
Counties: 72; ERP: 30,000 w
Prog. (Sep.): Con, pop, st, shw, nws

TEXAS

Abilene
KFMN
Counties: 7; ERP: 344 w
Prog.: Cl, con, op, s-cl, st

Amarillo
KGNC-FM (Am: KGNC)
National Rep.: KATZ
Counties: 18; ERP: 14.6 kw
Prog. (Sep.): Cl, st, s-cl, shw, nws

Austin
KHFI
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 780 w
Prog.: Cl, s-cl, op, st, shw
KTBC-FM (Am: KTBC)
National Rep.: Paul H. Raymer
Counties: 29; ERP: 94 kw
Prog. (Sep.): Pop, st, s-cl, cl, nws

Dallas
KCPA
National Rep.: Walker-Rawalt
Counties: 20; ERP: 4.83 kw
KIXL-FM (Am: KIXL)
National Rep.: Broadcast Time Sales
Counties: 8; ERP: 20.5 kw
Prog. (Sep. nights): St, nws, wthr, shw, pop
KRLD-FM (Am: KRLD)
National Rep.: Branham
Counties: 58; ERP: 59 kw
Prog. (Dup.): Pop, s-cl, cl, nws, dr
WFAA-FM (Am: WFAA)
National Rep.: Edward Petry & Co.
Counties: 100; ERP: 47 kw
Prog. (Dup.): St, pop, nws, wthr, sprts
WRR-FM (Am: WRR)
National Rep.: Adam Young Fm
Counties: 123; ERP: 68,000 w
Prog. (Sep.): Cl, con, op

DiBoll
KSPL-FM (Am: KSPL)
Counties: 8; ERP: 6.5 kw
Prog. (Sep.): St, shw, s-cl, rel, con

El Paso
KHMS
National Rep.: Western Fm, Modern Media Fm
Counties: 3; ERP: 2,550 w
Prog.: S-cl, cl, st, con, shw

Fort Worth
KFJZ-FM (Am: KFJZ)
National Rep.: Blair
Counties: 16; ERP: 28.1 kw
Prog. (Sep.): Shw, st, pop, nws, wthr
WBAP-FM (Am: WBAP)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 52 kw
Prog. (Sep.): Con, s-cl, st, shw, wthr

Gainesville
KGAF-FM (Am: KGAF)
ERP: 215 kw
Prog. (Sep.): Pop, st, nws, wthr, shw

Harlingen
KELT (Am: KGBT)
Counties: 4; ERP: 3 kw
Prog. (Sep.): St, s-cl, con, shw, jz

Houston
KFMK
National Rep.: Walker-Rawalt
Counties: 12; ERP: 10,500 w
Market Pen.: 30.9 (Pulse 1/60)
Prog.: Pop, st, shw, jz, wthr
KHGM
National Rep.: Good Music Broadcasters
Counties: 14; ERP: 49,000 w
Prog.: S-cl, shw, con, st, nws
KHUL
Counties: 9; ERP: 15,500 w
Market Pen.: 31.2% (Pulse '60)
Prog.: Pop, st, nws, wthr, shw
KRBE
National Rep.: Good Music Broadcasters
Counties: 88; ERP: 79,100 w
Prog.: Cl, con, s-cl, op, rel
KTRH-FM (Am: KTRH)
Counties: 17; ERP: 29,500 w
Market Pen.: 30.9% (Pulse 1/60)
Prog. (Sep.): S-cl, pop, cl, st, shw

Lubbock
KBFM
Counties: 9; ERP: 3.6 kw
Prog.: St, shw, s-cl, jz, cl
KRKH
Counties: 15; ERP; 3 kw
Prog. Pop, cl, s-cl, shw, op

Pampa
KBMF-FM
Counties: 16; ERP: 3,034 w
Prog.: St, con, s-cl, cl, shw, jz

Port Arthur
KFMP
Counties: 5; ERP: 3.2 kw
Prog.: Pop, cl, wthr, nws, rel

San Antonio
KEEZ
National Rep.: Good Music Broadcasters
Counties: 17; ERP: 17,300 w
Market Pen.: 22.2%; (Pulse)
Prog.: St, shw, s-cl, pop, cl
KISS (Am: KMAC)
National Rep.: Weed
Counties: 24; ERP: 12.9 kw
Prog. (Sep.): Cl, jz, shw
KITY (Am: KONO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): St, pop, cl, shw, s-cl

Waco
KEFC
Counties: 13; ERP: 4,400 w
Prog.: Cl, con, s-cl, st, nws, wthr, rel
WACO-FM (Am: WACO)
Counties: 13; ERP: 4,400 w
Prog. (Sep.): Cl, con, s-cl, pop, nws

UTAH

Salt Lake City
KLUB-FM (Am: KLUB)
National Rep.: Hollingbery
Counties: 5; ERP: 15,000 w
Prog. (Sep.): Cl. s-cl, st, shw, nws
KSL-FM (Am: KSL)
Counties: 18; ERP: 4 kw
Prog. (Sep.): S-cl, st, shw, nws, wthr

VIRGINIA

Charlottesville
WCCV-FM (Am: WCHV)
National Rep.: Thomas Clark
Counties: 23; ERP: 3.4 kw
Prog. (Sep.): Cl, con, nws, wthr
WINA-FM (Am: WINA)
Counties: 13; ERP: 620 w
Prog. (Dup.): Pop, st, nws, s-cl, sprts

Crewe
WSVS-FM (Am: WSVS)
Counties: 20; ERP: 14,000 w
Prog. (Dup.): Po, st, nws, wthr, rel

Fredericksburg
WFVA-FM (Am: WFVA)
Counties: 19, ERP: 5.1 kw
Prog. (Dup): St, pop, nws, sprts, con

Harrisonburg
WSVA-FM (Am: WSVA)
Counties: 11; ERP: 7.2 kw
Prog. (Sep.)

Marion
WMEV-FM (Am: WMEV)
National Rep.: Indie Sales, Inc.
ERP: 3,400 w
Prog. (Dup./Sep.): Music, nws, sprts

Martinsville
WMVA-FM (Am: WMVA)
National Rep.: Bob Dore
Counties: 8; ERP, 2,900 w
Prog.: (Dup.): St, pop, nws, wthr, sprts

Norfolk
WRVC
National Rep.: Good Music Broadcasters
Counties: 20; ERP: 8,700 w
Prog.: Cl, s-cl, jz, op, nws
WYFI
National Rep.: Fred Smith
Counties: 20; ERP: 13,500 w
Prog. (Sep.): s-cl, pop, st, shw, flk

Newport News
WGH-FM (Am: WGH)
National Rep.: Blair
Counties: 41; ERP: 100,000 w
Prog. (Sep.): S-cl, st, shw, con, educ

Richmond
WRNL-FM (Am: WRNL)
National Rep.: Petry
ERP: 50,000 w
Prog. (Dup.): Sprts, nws, wthr, st, shw
WRVA-FM (Am: WRVA)
National Rep: Peters, Griffin, Woodward
Counties: 46; ERP: 25,000
Prog. (Dup.): Cl, con, s-cl, op, shw

Roanoke
WDBJ-FM (Am: WDBJ)
National Rep.: Peters, Griffin, Woodward
Counties: 27; ERP: 14,350 w
Prog.: (Dup.) S-cl, pop, st, shw, flk
WSLS-FM (Am: WSLS)
Counties: 66; ERP: 21,100 w
Prog. (Sep.): St, shw, con, s-cl, cl

Staunton
WSGM-FM (Am: WAFC)
National Rep.: Thomas Clark
Counties: 19; ERP: 500 w
Prog. (Sep.): Pop, cl, jz, educ, con

Winchester
WRFL (Am: WINC)
ERP: 22.2 kw
Prog. (Dup.): Sprts, pop, nws, wthr

WASHINGTON

Bellingham
KGMI
National Rep.: Heritage Stations
Counties: 11; ERP: 16,500 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

(FOR ABBREVIATIONS, SEE BOX, P. 54)

FM STATION KEY (Continued)

Seattle

KETO
Counties: 10; ERP: 17,700 w
Market Pen.: 21.3% (Pulse 2/60)
Prog.: St, shw, nws, wthr, jz

KGFM (Am: KGDN)
National Rep.: Western FM Sales
Counties: 15 ERP: 120,000 w
Prog. (Sept.): Cl, con, s-cl, nws, rel

KGMJ
National Rep.: Heritage Stations
Counties: 14; ERP: 71,000 w
Market Pen.: 30.3% (Politz 1960)
Prog.: Cl, con, op, nws, jz

KING-FM (Am: KING)
National Rep.: Blair
Counties: 3; ERP: 16,000 w
Prog. (Dup.): Cl, op, jz, flk, shw

KISW
National Rep.: Hi-Fi Music Broadcasters
Counties: 13; ERP: 10.5 kw
Prog.: Cl, con, op, cmtry, dr

KLSN
National Rep.: Walker-Rawalt
Counties: 13; ERP: 19,000 w.
Prog.: Cl, con, s-cl, shw, jz

KMCS
ERP: 17.5 kw
Prog: St, wthr, flk

Spokane

KREM-FM (Am: KREM)
National Rep.: Petry
Counties: 23; ERP: 4,800 w

KXLY-FM (Am: KXLY)
National Rep.: H-R
Counties: 7; ERP: 2,000 w
Prog. (Sep.): Cl, s-cl, jz

KZUN-FM (Am: KZUN)
National Rep.: Thomas F. Clark
Counties: 7; ERP: 3,300 w
Prog. (Sep.): Cl, s-cl, st, shw, nws

Tacoma

KTNT-FM (Am: KTNT)
National Rep.: Weed
Counties: 7; ERP: 10,000 w
Prog. (Dup.): Pop, st, jz, nws, wthr

KTWR
National Rep: Fm Unlimited
Counties: 3; ERP: 10 kw
Prog.: Disn, rel, cmtry, dr, s-cl

WEST VIRGINIA

Beckley

WBKW (Am: WJLS)
Counties: 55; ERP: 34,000 w
Prog. (Sep.): Cl, con, op, s-cl, st

Charleston

WKNA
Counties: 15; ERP: 2,600 w
Prog. (Sep.): Cl, con, op, s-cl, st

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Huntington

WKEE-FM (Am: WKEE)
National Rep.: Raymer
Counties: 43; ERP: 53,000 w
Prog. (Dup. and Sep.): Pop, st, jz, nws, wthr

Wheeling

WOMP-FM (Am: WOMP)
National Rep.: Hollingbery
Counties: 12; ERP: 10,000 w
Prog. (Sep.): St, shw, s-cl

WISCONSIN

Eau Claire

WIAL (Am: WEAQ)
National Rep.: Hollingbery
Counties: 11; ERP, 60,000 w
Prog. (Dup.): Nws, st, sprts, disn, shw

Fort Atkinson

WFAW
Counties: 4; ERP: 3,000 w
Prog.: Nws, pop, st, shw, sprts

Madison

WIBA-FM (Am: WIBA)
National Rep.: Avery-Knodel
Counties: 15; ERP: 11 kw
Prog. (Dup.)

WISM-FM (Am: WISM)
National Rep.: Radio-Tv Representatives
Counties: 9; ERP: 1 kw
Prog. (Dup.): Pop, nws, wthr, st, cmtry

WMFM
Counties: 6; ERP: 7,500 w
Prog.: St, cl, s-cl, flk, disn

WRVB
Counties: 5; ERP: 3.9 kw
Prog.: Rel, s-cl, cl, educ, intvw

Milwaukee

WBKV
National Rep.: Walker-Rawalt
ERP: 18,000 w

WFMR
National Rep.: Good Music Broadcasters
Counties: 5; ERP: 22,000 w
Prog.: Con, cl, s-cl, op, dr

WISN-FM (Am: WISN)
National Rep.: Edward Petry
Counties: 5; ERP: 3,600 w
Prog. (Dup.): S-cl, st, shw, wthr, nws

WMIL-FM (Am: WMIL)
Counties: 5; ERP: 25,500 w
Prog.: Con, s-cl, st, shw, jz, wthr, sprts

WTMJ-FM (Am: WTMJ)
National Rep.: Henry I. Christal
Counties: 12; ERP: 2,800 w
Prog. (Sep.): St, cl, s-cl, shw, jz

Monroe

WEKZ-FM (Am: WEKZ)
National Rep.: Grant Webb
Counties: 8; ERP: 14,000 w
Prog. (Sep., nights): Sprts, cl, con, pop, flk

Racine

WRJN-FM (Am: WRJN)
Counties: 3; ERP: 15,000 w
Prog. (Dup.): S-cl, st, shw, pop, nws

Sparta

WCOW-FM (Am: WCOW)
National Rep.: Rambeau
Counties: 18; ERP: 16,000 w
Prog. (Sep.): St, nws, wthr, sprts

Wausau

WLIN-FM (Am: WSAU)
National Rep.: Meeker
Counties: 18; ERP: 20,000 w
Prog. (Dup.): Pop, s-cl, nws, sprts, wthr

Watertown

WTTN-FM (Am: WTTN)
National Rep.: George Hopewell
Counties: 5; ERP: 10,000 w
Prog. (Dup.): Con, s-cl, nws, st, intvw

West Bend

WBKV-FM (Am: WBKV)
National Rep.: Walker-Rawalt
Counties: 9; ERP: 18,000 w
Prog. (Sep.): S-cl, con, st, shw, cl

Wisconsin Rapids

WFHR-FM (Am: WFHR)
National Rep.: Devney-O'Connell
Counties: 10; ERP: 2,100 w
Prog. (Dup.): Pop, st, shw, sprts, nws

PUERTO RICO

Mayaguez

WORA-FM
Counties: 7
Prog.: Con, pop, st, nws, wthr

San Juan

WFQM (Am: WKYN)
Counties: 17

WPRM
Counties: 5; ERP: 17,500 w
Prog.: S-cl, st, cl, con, shw

■

(U.S. FM advertisers not covered in the above listing.)

Indianapolis

WFBM-FM (Am: WFBM)
Counties: 50; ERP: 51,875 w
National Rep: Walker-Rawalt
Prog. (Sep.): St, shw, s-cl, cmtry

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EDITORIAL PAGE

A NEW ROLE FOR U.S. RADIO

THIS issue marks the last appearance of U.S. RADIO in its present form. Beginning in January, the copy of U.S. RADIO which you receive will be designed as a completely new and unique kind of radio service, an even more substantial contribution to radio's vitality.

We're certain you're going to like it. And, because you are a reader of U.S. RADIO, we want you to understand the reason for the change.

It comes down to the question of "What's best for radio?"

In all our recent talks with agency men and advertisers we've seen signs of a really alarming apathy about the national radio medium.

Spot radio sales have not been anything to cheer about, nor has the attitude of media buyers, account executives, or plans board members.

What has caused this lack of radio enthusiasm?

We believe that one of the chief reasons is the almost total lack of really in-depth information about radio which is available to advertisers and agencies today. Note that word "in-depth."

Dozens of small, relatively important news items about radio are reported every day, week and month in the industry trade papers. But practically nowhere (and SPONSOR should know) is it possible to get the kind of comprehensive treatment of vital radio subjects that makes top men at agencies and advertising companies sit up and take notice.

It is to this task that the new U.S. RADIO will dedicate itself. Beginning in January, U.S. RADIO will appear bi-monthly, and each issue will contain two, and only two, major stories.

There will be stories about radio of a type and depth which has not been attempted in the industry—carefully researched 10- to 15-page treatments of significant radio subjects with a wealth of factual detail and sources.

One story per issue will deal with how a major industry uses radio as a sales tool—in January, for example, we will have a complete report on gas and oil; in March, brewers; in May, drugs and cosmetics.

The other story will deal with a major "radio operations subject": radio image in January, automation in March, radio station program services in May.

These king-size stories will be edited by a veteran SPONSOR editor, Jane Pinkerton, who will devote full time to the project, and who will have impressive research assistance to draw on.

We are sure that when you see the first issue of this new, in-depth U.S. RADIO, you will agree that it is the most constructive, informative service which has ever been devised for the radio industry.

Keep your eyes out for it. We'll see you again in January! ■

ANYBODY REMEMBER THE HIT PARADE?

When there was real excitement about which tune would be "number one across the nation"?

Today, single records lack that excitement.

We know you're not out to sell music, but music is basic to your business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the radio industry a revolutionary new concept in singles. We call it the:

PLUS 2 OLDIES SINGLE

What "Plus 2" means is this. Customers get a standard single with one important difference: four selections for the price of two.

WHAT DOES THIS MEAN TO RADIO?

Excitement in singles records sales means excitement about radio programming. If you feel, as we do, that the "Plus 2" concept will benefit everyone, then we encourage you to join with us in promoting this excitement.

Variety in programming. Each "Plus 2" Oldie has been edited to approximately 1:15 playing time, compared to 2:15 for the new selections. Mixing an ever-increasing library of short "Oldies" with new hit material will mean a new variety in listening, plus more and different selections played in the same unit of air time.

Better spacing of commercials. Double-spotting will not be needed as often by mixing "Oldies" with new hits. For example:

BEFORE "PLUS 2" SINGLES:	
8 Regular Singles (@ 2:15	18:00
with	
8 Double Spots (@ 2:00)	16:00
Total Playing Time:	34:00

8 SONGS — 8 SPOTS

11 SONGS — 8 SPOTS

WITH "PLUS 2" SINGLES:	
4 Regular Singles (@ 2:15)	9:00
with	
4 Double Spots (@ 2:00)	8:00
plus	
6 "Oldies" (@ 1:15)	7:30
with	
6 Single Spots (@ 1:00)	6:00
plus	
1 "Oldie"	1:15
with	
1 Double Spot	2:00
Total Playing Time:	33:45

Warner Bros. Records is behind the "PLUS 2" concept 100% ... with ads, promotion, merchandising aids. We're in for the long-term push. We invite ... we urge all members of the radio industry to join with us in promoting the "four songs for the price of two" concept to stimulate singles sales and radio excitement.

The "PLUS 2" Single can bring back those breathless Hit Parade days, with excitement plus about radio programming.

But we need your help.

JAMES B. CONKLING, *President*
WARNER BROS. RECORDS, INC.

WLW RADIO

number **ONE** in Cincinnati

in total audience
per average ¼ hour
6 AM to 6 PM

now number **TWO** in the nation

NOW REACHES OVER 100,000 HOMES

. . . 91% ADULT AUDIENCE

PER AVERAGE ¼ HOUR 6 AM TO 6 PM

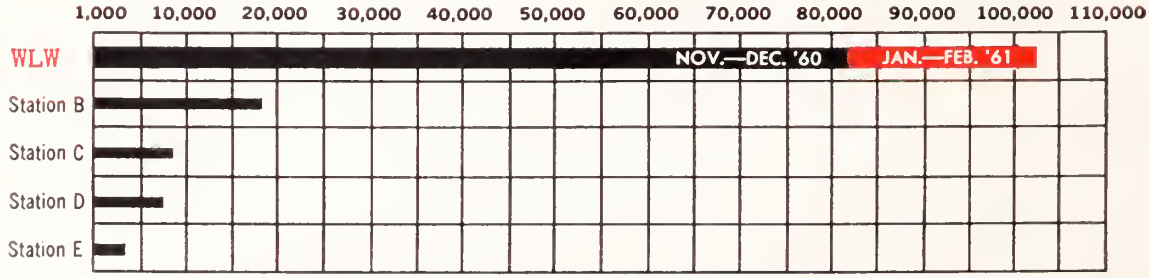
WLW Radio daytime audience has soared to Number Two spot in the Nation among the 4,400 U.S. Radio Stations! That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative!

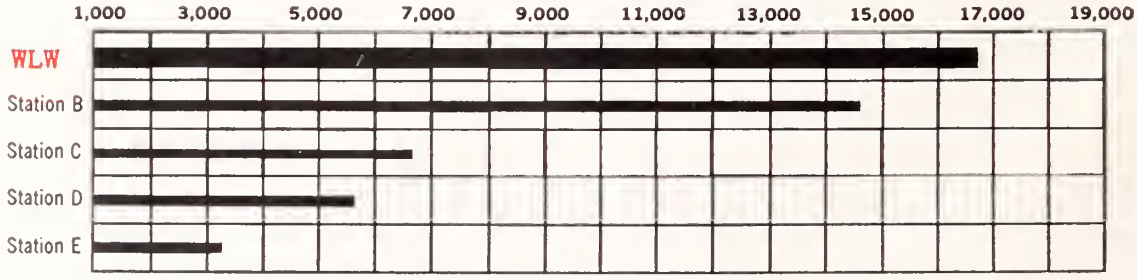
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



WLW Radio—Nation's Highest Fidelity Radio Station • Crosley Broadcasting Corporation

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